

National CLEANER AND DYER

First in
The Drycleaning
Industry
Since 1910

FEBRUARY 1958

**Guide to steam trap
selection** page 28

**Industry leaders look
at 1958** page 37

**Spot removal—the
basic methods** . page 32

**Study prepares for
shirt unit success**
..... page 52

CALL OFFICE of Club Cleaners' drive-in
store in downtown Eugene, Oregon, is
broadcasting "station" for drycleaner-
disc jockey Grant Getchell. For details
of this unusual and successful promo-
tion see story on page 30



Now, for two-fisted solvent-cleaning action



... the makers of Hyflo announce **HYSWEET**
a new sweetener developed for use with the charged system

The One-Two Punch that knocks out all types of soil—more free fatty acids

Now, from the makers of Hyflo®—the drycleaning industry's standard for removing insoluble dirt from solvent—comes HYSWEET®—the new sweetener that removes more free fatty acids and less detergent than any other sweetener on the market, today.

Johns-Manville drycleaning research and thorough field testing prove Hysweet removes far less detergent than any other sweetener—prevents increased filter pressure—eliminates frequent distillation.

HYSWEET adsorbs soluble substances from any solvent—with any system.

With Hysweet in your system, you can now fight the build-up of soluble substances that tend to foul solvent. Microscopic Hysweet particles actually pull free fatty acids out of solution—keep them out of solution—out of

Trade Mark

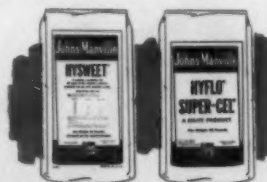
garments. This means you handle more work with smaller solvent inventories and fewer system shutdowns.

In combination, Hysweet and Hyflo offer the double advantage of longer solvent cycling and sweeter solvent, free of both solubles and insolubles.

For the name of your nearest Hysweet and Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y.

For complete J-M service for Drycleaners:

- J-M HYSWEET in the red-label bag—HYFLO in the blue-label bag.
- J-M Dealers—there's one nearby ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning laboratory—constantly studying the latest cleaning methods.



JOHNS-MANVILLE



BUCKEYE CODE 166

AUDITED INSTALLATION REPORTS ON 1,070 LOADS

designed for PERCHLORETHYLENE Plants only!

INSTALLATION REPORT:

Buckeye
CODE 166

DATE November 1957

REPORT NO.
1,070 Loads

PROCEDURE THIS TEST:

MAKE OF MACHINE

26 Types and Makes of
Synthetic Cleaning
Machines

POUNDS CLEANED

38,823

CLASSIFICATION OF LOAD

Mixed—Wools.
Silks.
Synthetics, Etc.

NUMBER OF PIECES

32,505

NUMBER OF PIECES SPOTTED

4,953 15.23%

WET CLEANED

347 1.07%

RERUN

674 2.07%

PASSED

26,531 81.63%

REMARKS:

*No other soap or detergent manufacturer
can make this kind of statement
on report!*

All figures verified by actual reports

*Removes
water-soluble
soil—(more of it,
too) without
additional
moisture!*

*Amazing safety
in handling all
Fabrics and
Colors!*

*Dramatically
reduces spotting
and
wet cleaning!*

*Dirt gets up
and gets out—
so does
static!*

Puts the DRY back into Dry Cleaning!

Embodied in this new Davies-Young synthetic detergent—BUCKEYE CODE 166—are all of the Buckeye-developed anti-static properties which produce the famous "LINT-FREE CLING-FREE" Dry Cleaning Process†. Prove it and profit by it in your own plant. Contact your local Buckeye Distributor now, or write us.

*Trademark of the Davies-Young Soap Company
†U.S. Pat. No. 2729576; Canadian Pat. No. 628768; other patents pending.



Producers of Quality Products for the Dry
Cleaning Industry Since 1844



Never before has Chevy been so right for cleaning and laundry deliveries!

Here's a truck specially designed to take to your kind of work like a duck takes to water! It's Chevrolet's new Step-Van with the kind of hustle, muscle and style that mean money in your pocket!

For the first time, Chevrolet offers forward control delivery trucks equipped with handsome, spacious walk-in bodies—the new Step-Vans!

These trucks are uniquely designed to take the delays out of door-to-door hauling with a choice of three big built-for-work bodies (8, 10 and 12 feet in length). Insulated, weather-tight cargo space goes up to nearly 400 cubic feet. Yet sturdy all-steel welded and bolted body construction remains lightweight . . . economical to own and

operate. Deep-down durability comes from the high-compression Thriftmaster Special 6 engine, parallel-design frame and other husky chassis components.

Special work-whittling Step-Van features include full wraparound windshield for safe, convenient vision . . . sliding side doors that speed delivery work . . . double rear doors available in three sizes to suit your needs . . . and a folding seat that fits neatly under the steering wheel to provide wide access between driving and load compartment.

Here's proof enough that Chevy's never been *so right* for your work—a big new reason why you'll want to see your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



NEW CHEVROLET TASK-FORCE 58 TRUCKS

Caled

OFFERS YOU...

**3 specialized
charge soaps to
fill your
needs best**

PACEMAKER* MAXIMUM MOISTURE CHARGE SOAP

A real moisture soap. Allows even raw water to go into solution in large quantities. Eliminates moisture problems. Carries more water safely...solubilizes water instantly.

A 1% to 2% charge outcleans and outperforms 4% moisture charge systems...requires no rinse...saves solvent...minimizes distillation...gives no filter pressure.

CAL'S CHARGE*

**Moisture when you need it
...Dry when you want it!**

Moisture-control built in. Gives you 2 in 1 results...a highly detergent soap that gives you a dry charge for dry loads and moisture action when you want it. 1½% without rinse...4% where separate rinse is available. Gives double soap run when used with recommended wet stock.

**TAKE
YOUR
CHOICE,
then
ORDER FROM
YOUR JOBBER!**

Super C*

THE TRULY DRY CHARGE SOAP

You need no moisture... You use no moisture! A 2% charge gives you big advantages in every department... no classification... wrinkle-free extraction... fast spotting—easy finishing—no linting or static build-up. You get fast pressing because Super-C doesn't leave moisture wrinkles or disturbed sizings.

*T.M. Reg. App. For



CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

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This Was 1957

As many of you know, our firm prints many business papers. One of our associates, Morris M. Cohn, ScD., is the editor of a sister paper, *Wastes Engineering*, and is also editorial director of *Water Works Engineering*. It is his annual custom to remind his readers of some of the news highlights for the preceding year.

This year his remarks were as humorous and succinct as always. With his permission, I bring you a sample of his shrewd observations.

"Do you really remember the hodgepodge of 1957—its brilliance and buffoonery, its tragedies and trivia, its heroism and heelism . . . its verities and vices . . . its peace and perils . . . its honesty and humbug . . . its diplomacies and deceit . . . its greatness and grubbiness?"

"If 1957 is an unclassified panorama of unrelated events in your mind, do not charge it to bad memory. There is a period between the event and when that event finds its place in the files of history, or is discarded in the wastebasket of insignificance. How can the passing scene of 1957 be otherwise at this time? So you remember?"

"One man got \$64,000 for answering questions; others got that many days for not . . .

"France changed premiers and government policy lines even faster than Paris changed its fashion lines—and the lines were just as shapeless . . .

"There was less room to park, but the new autos came out longer—and with higher installments for lower models . . .

"Sputnik spun, but no faster than our own missile policy raced through its inter-service orbit . . .

"The White House called in men in white and bulletins taught the man on the street medical facts about brain occlusions, to augment his new-found knowledge of coronaries and ileitis.

"The stock market went up and down with tempers and temperatures, rather than with the outmoded theory of supply and demand."

And a lot more. I hope you enjoyed the sample.—Art Schuelke

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want reprints of any article appearing in
this issue. Cost is \$15 per 100, one side of
a single sheet; \$21 per 100, two sides of
a single sheet. Additional 100's at \$1.70, one
side; \$1.90, two sides. Minimum order is
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printed spreads or folders, please write
for prices and additional information. All
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NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

Reprinted from
JOURNAL OF COLLOID SCIENCE
Vol. 8, No. 1, February, 1953, p. 65-66.

SOLUBILIZATION AND MICELLE FORMATION IN A HYDROCARBON MEDIUM

Martin B. Mathews and Ernestine Hirschhorn
R. R. Street & Co. Inc., Chicago, Illinois

ACADEMIC PRESS INC.
126 East 23rd Street, New York 10, N. Y.
Made in the United States of America

Study of micelle formation leads to scientifically controlled drycleaning

*This pamphlet contains a paper
prepared by two members of
Street's research staff,
Dr. Martin B. Mathews and
Dr. Ernestine Hirschhorn.*

*It is reprinted from the February, 1953
issue of Journal of Colloid Science.*

*The original presentation was read by
Doctor Mathews at the 121st National
Meeting of the American Chemical
Society, Buffalo, N. Y.,
March 23-25, 1953.*

The micelle principle. The micelle principle is applied to a method of activating drycleaning fluid with invisible lipophilic micelles which have unique properties for the removal of food, perspiration and similar types of soil heretofore impervious to safe drycleaning methods.

Each micelle is a complex aggregate consisting of a spherical or near-spherical moisture core surrounded by a monolayer of surfactant. The micelles pass through the pressure filter without change in structure or reduction in number. In fact they are too tiny to be detected under the ultramicroscope.

The manner in which these micelles control the release of moisture to the fabrics being cleaned presents an unusual phenomenon. When the technique recommended by Street's is followed, the amount of moisture released by the micelles is identical to that which the same fabrics would absorb from atmosphere in a room conditioned at 70 to 75% relative humidity.

This gives the fabrics that "like new" look, with the original drape, brightness of color and whiteness retention.

Street's MYCEL process. MYCEL is the trade name of R. R. Street & Co. Inc. pertaining to a process of controlled drycleaning wherein (a) Formula 886 produces lipophilic micelles of the desired structure; (b) Street's Conductivity Control maintains uniformity of the micellar structure during the cleaning cycle; and (c) an extra rinse in purified fluid eliminates streaks and swales.

R. R. STREET & CO., INC.

551 W. Monroe St.,
Chicago 4, U.S.A.



add capacity . . .

subtract time and labor

**with HOFFMAN JET
Dry Cleaning**

With the H-Jet the "heart" of your Hoffman installation, work is speeded at every step. You get faster, better cleaning from the machine itself, and additional gain in work flow.

Open-cylinder, single-door construction makes for easier, faster loading . . . no splitting or weighing of loads, eliminating extra handling, extra time and labor costs.

Furthermore, the compact H-Jet permits high speed production in small space . . . again reducing handling time along with space cost itself.

Altogether, you'll get more loads in less time, which can only mean more profit for you.

You can exploit your full potential by rounding out your dry cleaning department with efficient Hoffman production presses . . . there's one for every pressing operation. Your nearest Nicholson distributor will be glad to help you plan for the volume you want to handle.

Service you can depend on!

Nicholson places heavy emphasis on customer service. The Nicholson distributor organization is ready to provide the help you need . . . in sales . . . maintenance . . . parts . . . to keep your plant operating at top efficiency.

Profit from these EXCLUSIVE features of H-Jet Dry Cleaning . . .

1. FASTER, EASIER LOADING

36" open-pocket cylinder, single-door construction. No splitting or weighing of loads.

2. BETTER, FASTER WASHING ACTION

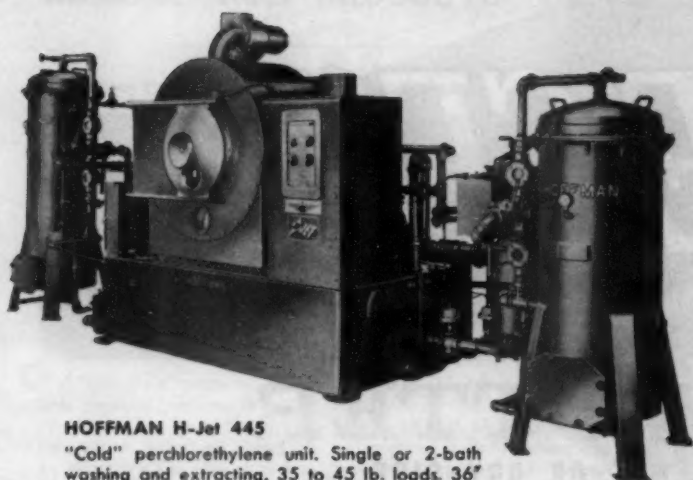
No dividers or partitions. Clothes get full, free drop into cleaning bath with each revolution. More thorough washing in a shorter cleansing cycle.

**3. FASTER, MORE THOROUGH EXTRACTION . . .
MORE SOLVENT RECLAIMED**

Exclusive Hoffman Jet Balancing keeps loads in constant balance in the extraction cycle at unmatched speeds—600 to 700 RPM! Removes more solvent, shortens extraction cycle.

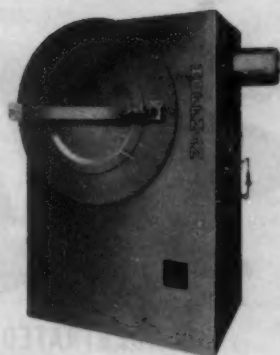
4. FASTER DRYING

Since more solvent is removed with H-Jet extraction, work is nearly dry for tumbling. Drying time is reduced, loads ready for finishing sooner.



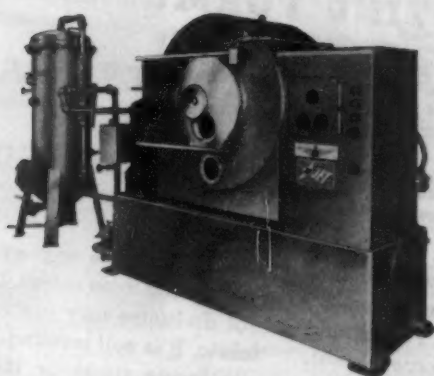
HOFFMAN H-Jet 445

"Cold" perchlorethylene unit. Single or 2-bath washing and extracting, 35 to 45 lb. loads. 36" open-pocket cylinder. 600 RPM extraction. Complete with filter and solvent piping.



HOFFMAN VAPOSAVER

A combination drying tumbler and solvent reclaimer for use with perchlorethylene units. Fast condensation system recovers solvent completely in built-in tank.



HOFFMAN H-Jet 245 and 290

Automatic washer-extractor petroleum solvent unit. Single or 2-bath systems. 36" or 48" open-pocket cylinder, 35 to 90 lb. loads. Complete with filter and solvent piping.



36" GREYHOUND TUMBLER

Fastest low-temperature drying in the small tumbler field. Thermostat regulator. Down-draft, suction type. Easy to load and unload...40 lb. capacity.

Get the capacity you need now...
and provide for future expansion. Turn to the H-Jet today!

A satisfied customer is our first interest

N

ICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

A Wallerstein Laboratories Research Team Found The Answers Cleaners Wanted

New!

PREGEST

CONCENTRATED

SOAPLESS

PRE-SPOTTER

FOR USE ON WET OR DRY SIDE

- ★ A Much More Effective Pre-Spotter Than Any You Have Ever Used
- ★ A Safe, Easy-To-Use Pre-Spotter That Cuts Spotting Time and Costs
- ★ A Pre-Spotter That Can Be Used (Without IFS and BUTS) In
 - Regular Spotting Board Method
 - Spray Spotting Method
 - Wet Side Spotting Method
 - Dry Side Spotting Method
 - RSR Pre-Spot Re-Run Method*

*See N.I.D. Bulletin F-15

This new product of Wallerstein Research adds up to a superior penetrating preparation for surer, faster, easier removal of stains and soil. It promises greater spotting efficiency than cleaners have ever had before. Your supplier has PREGEST available for immediate delivery.

WALLERSTEIN COMPANY, INC.
180 Madison Ave., New York 16, N. Y.

Please send us FREE Test Sample of PREGEST Pre-Spotter.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

BY _____

PREGEST...A NEW, YEARS-AHEAD

PRE-SPOTTING FORMULATION

FROM THE LABORATORIES THAT

DEVELOPED RSR, SACON, DRYCON

PREGEST is a synthetic pre-spotter and leveling agent... free of fatty acids. Penetrating properties are exceptional. Moisture or solvent combines with PREGEST to get to the very heart of a stain giving speedy stain and soil removal.

PREGEST picks up and absorbs a large quantity of moisture. It can be used for leveling heavily sized fabrics without formation of rings or other fabric disturbances.

PREGEST is soluble in all types of chlorinated or petroleum solvents. Forms a stable emulsion when combined with water.

PREGEST is safe to use on all fabrics and most colors. It will not de-lustre any lusterized fabric. It is self-leveling...will not leave rings or marred areas if used according to directions.

PREGEST will not set up in fabrics...can be left in most garments for hours without danger and rinses out completely in any drycleaning solvent.

PREGEST will not leave an odor.



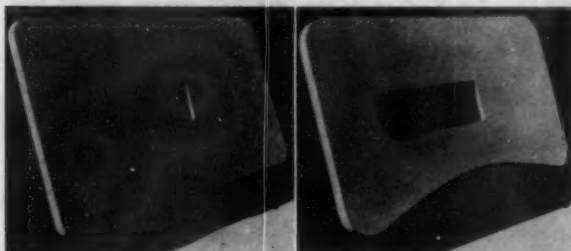
WALLERSTEIN COMPANY, INC., 180 Madison Ave., New York 16, N. Y.

NATIONAL CLEANER & DYER

NEW PRODUCTS

AND LITERATURE

Gross Star Pressing Machine Line Expanded



A complete range of Gross Star pressing machine tables in two styles has been introduced by Alfred Behrstock, head of L. Behrstock Co. One style features a working surface of tempered laminated prestwood (left in photo). A Formica top edged with stainless-steel banding dis-

tinguishes the other model (at right). Both models are available in all sizes and contain cut-out portions to fit all makes and models of pressing machines on the market.

For complete information write to L. Behrstock Co., 1706 S. State St., Chicago, Ill.

Haertel Introduces New Storage Aids



To promote box storage, the Walter Haertel Company has designed a new hamper-style box for use by housewives in collecting clothes for storage. The box comes knocked down for ease of handling and storing, and has a snap-in feature for easy assembly. The box is part of a new box storage plan kit featured by the firm. The plan includes listing slips, operating procedure and advertising and display materials.



Presentation of a new "Business Builder Kit" has been announced by Haertel. This kit includes samples and descriptive material on various plans for promotion of storage and fur and synthetic pile coat cleaning. Newspaper mats, streamers, radio scripts, display signs, button hangers, folders and numerous other promotional aids are included. A detailed description of the procedure used in handling box storage promotions is also contained in the kit, with samples of advertising and forms used.

The kit is available free of charge.

For details write to the Walter Haertel Company, 2840 Fourth Ave., Minneapolis 8, Minn.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Device Simplifies Accounts

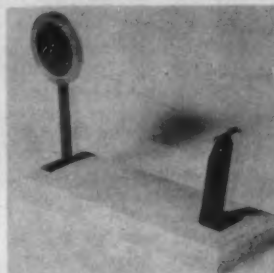
Ability to compute change, check invoices, figure cash and trade discounts, reconcile bank statements, check inventory, control inventory and check payroll are among the features cited by the maker for the Vic-

tor adding machine with Credit Balance.

Every computation is in the machine so there is no chance of slip-up, according to Ed Brueggemann, Victor product application specialist.

For complete information write to Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.

Device Speeds Packaging



With the new bracket-type dispenser shown here, invoices can be attached to drycleaning and laundry bundles at the same time they are sealed. This method of sealing also provides a convenient carrying grip on the package.

Minnesota Mining and Manufacturing Company is offering its Scotch brand M-78 laundry bracket dispenser free of charge in a special deal (Deal SP), with the purchase of 36 rolls of Scotch brand cellophane tape.

The tape is held about a foot above the workbench surface by the dispenser. The packager attaches the invoice to the bottom (adhesive side) of the tape strip and handles both tape and invoice as a unit in sealing the end of the laundry bundles or shirt bag.

The dispenser is made in two separate sections, one a metal bracket with a cylinder to hold the tape roll, and the other a metal plate with a cutter blade attached.

For details on the special offer write to Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.

Package Generator Booklet

In connection with a broad new approach to hot water generation, Cyclotherm Division, National-U. S. Radiator Corporation, has issued a six-page

specification sheet, "Package Boiler Economy for Modern Hot Water Systems."

Economy of space and fuel consumption are two advantages of the package generators noted. The sheet also states that the boilers incorporate Cyclotherm's Cyclonic Combustion, a method of burning fuel and transferring heat. Another feature of the package generators is their ability to accept recirculated water from return lines with wide temperature differentials.

Three diagrams showing the dimensions of the generators, clearances for typical layout, and graphs of capacities, operating data and heavy oil assembly are also included in the sheet.

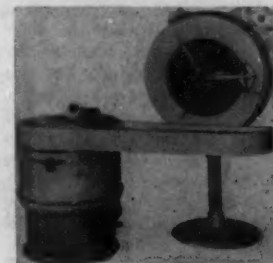
To obtain a copy write to Cyclotherm, Dept. AQ, Oswego, N. Y.

Sta-Nu Offers E-Z Bagger

Speed, economy and simplicity of operation are among the advantages cited by the manufacturer for the new E-Z Plastic Bagger. The firm has also researched and developed a new plastic to be used with the machine. More than a year and a half has been spent by the company in the design and testing of the new unit.

For complete details write to Sta-Nu Corporation, 4850 W. Belmont Ave., Chicago 41, Ill.

Bock Offers Work Centers



The Bock Laundry Machine Company has announced production of a new Work Center. The washer is equipped with a direct gear drive with oversize shaft and antifriction bearings. A pedestal mount provides flexibility. The washer can be furnished in varying heights to fit the accompanying extractor. It can also be mounted on an existing foundation originally in-

tended for smaller washers. The pedestal mount is easy to keep clean and provides maximum accessibility of controls and components, the maker states.

The washer is fully automatic except for the supply injection, and is equipped with ¾-inch automatic inlet valves, 2-inch automatic dump valve. The outer shell is made of Bocklite (fiber glass) with a molded filler pipe, drain sump and supply chute, which are an integral part of the outer shell.

The Bock-O-Matic 25 Extractor, which provides high-speed extraction, is said to leave but 35 percent remaining moisture in 5 minutes of operation. It is fully automatic and stands only 34 inches high at the top of the tray top. Designed to accommodate various types of tray tops, the extractor is fluid-driven with a centrifugal braking device that requires no adjustments.

Bock Work Centers are available with Bock Models M-100, 200 and Bock-O-Matic 25 extractors.

Inquiries involving special installations are invited. Write to Bock Laundry Machine Company, Toledo Factories Bldg., Toledo 2, Ohio.

Zipper Repair Kit Offered



"Zip-Kit" contains all the parts needed to make a new zipper or repair an old one. A product of the Phillip's Sales Company, the kit comes complete and includes the following parts: a tape dispenser, 25 yards of zippers in five colors, a zipper closing tool, and zipper repair parts in a styrene plastic box.

A major advantage claimed for the do-it-yourself kit is that it eliminates the need for stocking various sizes in zippers. Company spokesman Phil Samuels states that zippers can be made in any length desired. Simple instructions are enclosed with the kit.

Zip-Kit is manufactured by the Phillip's Sales Company, 219 W. Ninth St., Kansas City, Mo.

tail the range of sizes, styles and colors that are available.

The line of North PVC clothing is manufactured exclusively for Jomac by Jomac-North, Inc., Philadelphia, a company recently organized by Jomac Inc. and by James North & Sons Ltd., London, England, to produce polyvinyl chloride products in this country.

Copies of these new bulletins are available on request to Jomac Inc., 6128 N. Woodstock St., Philadelphia 38, Pa.

Adjust-A-Bust by Hall



A device to aid in the finishing of garments has been added to Hall nylon covers for steam-air forms. Called the Adjust-A-Bust feature, this device consists of a simple clamp and cord arrangement, sewed into each side of the bust section of the cover.

"Adjust-A-Bust will allow small, medium and large garments to be pressed on the same form with fewer distortion wrinkles and less touch-up," explained Sidney Hall, president of the firm. By adjustment the bust section can be cinched or loosened to fit the garment being finished.

For additional information write to Hall Manufacturing Company, Brookline, N. H.

Fur Cleaning Drum



Marketing of a new type of fur cleaning drum, the "Airmatic" Drummater, has been reported by the Walter Haer-

tel Company. The Drummater features an air-blowing attachment which eliminates one complete step in the cleaning job—blowing the furs after completion of the caging process. Air injection removes dust and dirt from the garments, fluffs up the fur and reduces caging time. Only minor finishing is necessary, Haertel states.

The Airmatic Drummater is completely automatic. When the timers are set for the drumming, caging and blowing cycles, the unit will do the complete cleaning and blowing job, then shut itself off. The ventilation system eliminates fumes which might be injurious to the health of the operator.

The unit is 72 inches high, 58 inches wide and 36 inches deep. The inside diameter of the cylinder is 53 inches overall with a depth of 19 inches.

For more information write to the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

New Look for Merasol



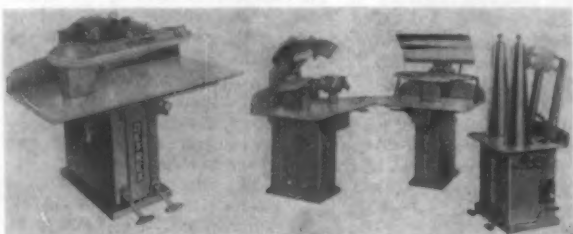
A bright new one-gallon container has been adopted by R. R. Street & Co. Inc. for Merasol for the "Miracle Charge." Complete instructions for using this product and for testing the concentration of charge are included on the can.

With a flash point well above 250°F, Merasol is especially suited for use with synthetic solvent, Street advises. Only 1½ percent is required for the Miracle Charge. Possibility of streaking or swaling is said to be reduced to a minimum.

Street states that Miracle Charge builds no pressure, requires fewer clean-outs, less powder and is easy to use without special equipment or change in operating procedure. The maker adds that Merasol works well with all activated carbons and that the Miracle Charge made from Merasol requires no continuous distillation and reduces filtration costs. Plants without automatic moisture controls may add moisture stock

Continued on page 94

Detrex Presents New Press Equipment, Shirt Units



At a special preview for distributors, H. R. Norgren, vice-president of Detrex Chemical Industries, introduced new press equipment and shirt units.

Standard equipment on the new presses includes Formica table tops that are heat, scratch-, stain-resistant and snagproof; plus even-pressure heads and wrap-around enclosed frames.

Detrex presses are available in air-operated or foot-operated

models in a full range of head and buck designs—general utility, mushroom, trouser top and leggers.

Shirt units are supplied in standard or cabinet units, with either steam or electric heat.

For further information contact Detrex Chemical Industries, P. O. Box 501, Detroit 32, Mich.

Industrial Garments Booklet

A new line of polyvinyl chloride-impregnated industrial clothing—garments, gloves and aprons—combining light weight, flexibility and resistance to chemicals, oils and abrasion, is illustrated in three bulletins published by Jomac Inc. The clothing will resist virtually all chemicals used in the industry. The individual bulletins—one each for general clothing, gloves and aprons—describe and illustrate product features and de-

YOUR REQUEST

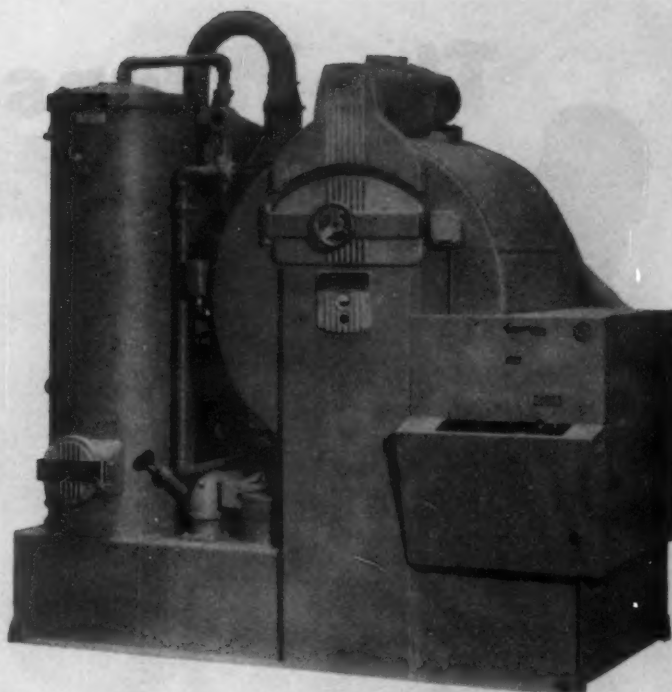
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



We've got it . . . built-in!
MUCK RECOVERY UNIT

Recovers two to four gallons of Perc per daily back-wash . . . PLUS keeping Monel Tubular Filter sludge-free and clean . . . and at efficient low pressure for fast circulation of solvent.

Optional on all Mercury Perc Units, and on all separate Monel Tubular Filters. Sludge transfer by quick-opening valves . . . no handling. Minimum steam consumption.



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic

PERCHLOR

44-lb. units
 Muck Recovery Unit (optional)

PETROLEUM

48-lb. units
 140-F or Stoddard

Anyone in your shop can operate the fully automatic Mercury Numatic . . . with better results and lower costs . . . because the TIMER never forgets or delays. Labor savings . . . at minimum wage rate . . . easily pay for your Mercury . . . on lease or purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4500 SUCCESSFUL MERCURY OWNERS

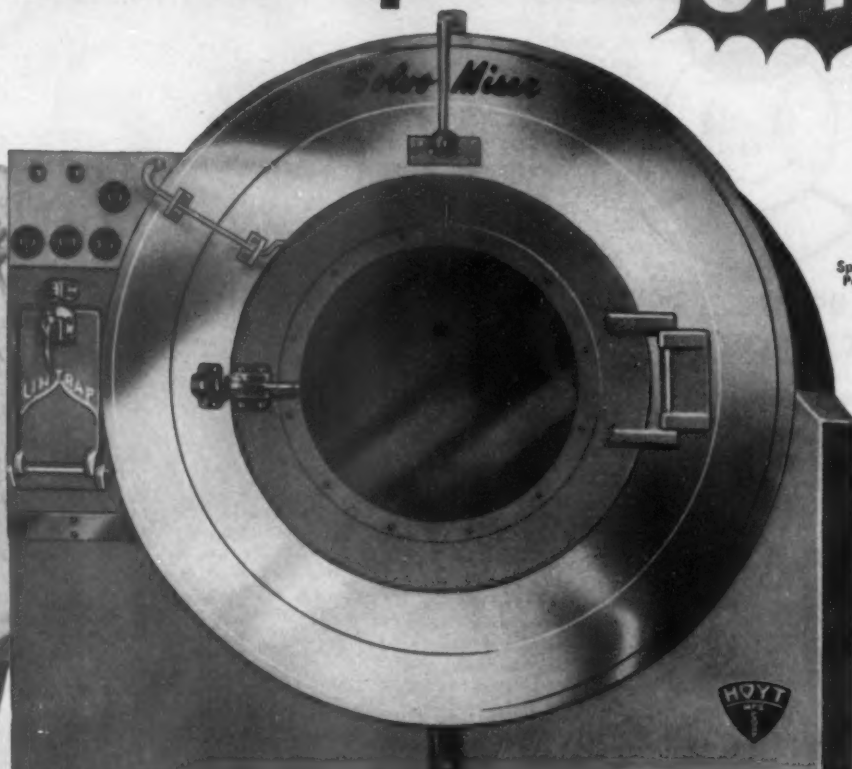
Many larger Cleaners choose two Mercury Units for better load classification

MERCURY CLEANING SYSTEMS, INC.



1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710

The Wraps are **OFF!**



Special Automatic
Patents pending

See Hoyt's Super Special Contribution to the Industry

NEW "Steem-Mist" RECLAIMER

At last, after months of laboratory and field testing, Hoyt's new "Steem-Mist" Reclaimer is no longer a rumor — it's an actual, exciting *fact!* This stainless steel unit is now in the regular Hoyt line.

Prove for yourself there's no other reclaimer anything like it. With "Steem-Mist", operators report

• No more lint problems—mix lights and darks in a common load • Natural moisture restored . . . finishing time greatly reduced . . . tremendous savings made • Garments revitalized — handle and feel like new

And, of course, in addition to the exclusive "Steem-Mist" feature, you get all these other exclusive Hoyt features — cool down cycle . . . reclamation during cooling . . . large, easily cleaned lint trap . . . widest range of sizes (don't limit your profits by too large or too small reclaimers).

Jean Smart says:

"To attract friends fast and save big money, be sure your reclaimers have Hoyt features."



HOYT MANUFACTURING CORP.
14 Forge Road, Westport, Mass.

OK, Jean, send me the "Steem-Mist" story.

Name _____

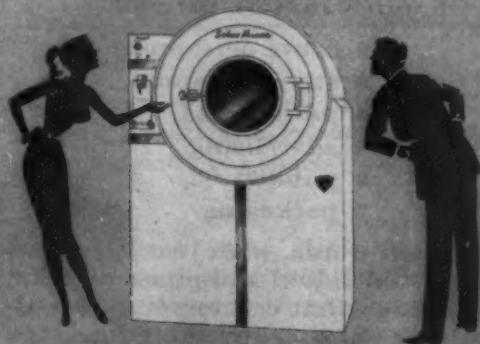
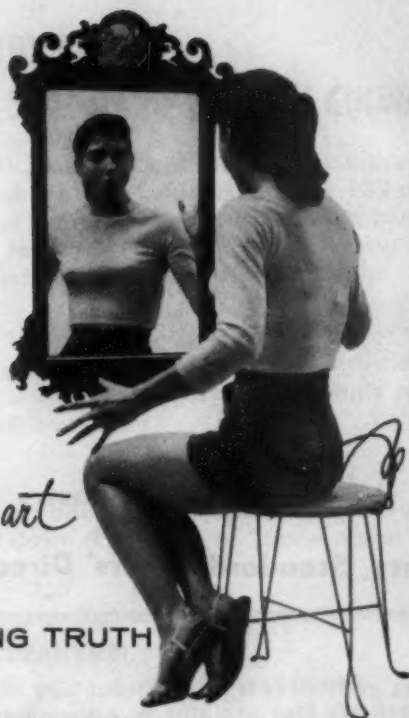
Company _____

Address _____

HOYT

Jean Smart

learns the
**SHOCKING TRUTH
ABOUT
SHRINKAGE!**



It's also true that the new Series 57 Super Fast Solvo Miser offers many more time and labor-saving features that pay off in easier operation and lower production costs all along the line. These include . . .

- A King Size Lint Trap . . . conveniently located at eye level . . . readily cleaned in just 27 seconds!
- Electric Timing System.
- Removable front panels which put coils, fan and fan motor within easy reach from the front of the machine!
- A wide range of sizes to match the capacity of any cleaning machine with a reclaimer of exactly the right size. These Solvo Misers are available with either automatic or manual controls to meet your specific operating requirements.

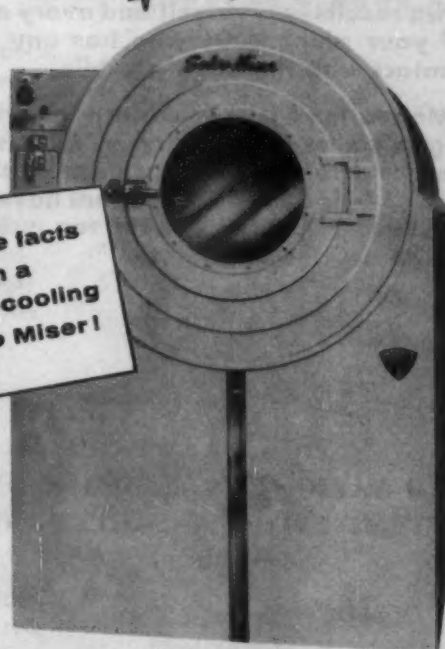


The sad truth is that garment shrinkage is an all too common complaint among today's quality-conscious dry cleaning customers. Lack of proper temperature control in many dry cleaning reclaimers often results in shrinkage problems that can lose customers *and* also lose repeat-business profits for you.

To eliminate the excessive heat which causes shrinkage, Hoyt engineers have now introduced a new Quick-Cooling Cycle in the Hoyt Super Fast Solvo Miser Series 57. The revolutionary new air-flow design not only assures better temperature control and faster, more efficient operation, but actually permits reclamation of the final traces of petc while the cooling cycle is in operation. This eliminates or greatly reduces the need for deodorization and gives garments a natural feel and finish which considerably reduce the cost of finishing.

*Don't let excess temperatures
shrink your profits...*

Get the facts
on a
quick-cooling
Solvo Miser!



HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

Coming in March . . .

Another NATIONAL CLEANER & DYER "First":

GUIDE TO MOTIVATION

The 1958 Guidebook of the Drycleaning Industry

With the Field's Only Complete, Standard Buyers' Directory

"MOTIVATION"—theme of your big 1958 Guidebook, coming in March—means

MAKING MORE PEOPLE

WANT THE SERVICES

YOU SELL!

And the 1958 Guidebook will tell you how to organize and conduct your own motivation program — handled efficiently and with results by yourself and every member of your plant team who has any kind of contact with the buying public.

"Motivation" is the modern key to building business and holding it. As new as today and tomorrow, it is next in the long line of Guidebook themes that have helped establish NATIONAL as the top publication in the drycleaning field.

In down-to-earth terms and with plenty of illustrations and case histories, "Motivation" will be your practical blueprint for putting 1958 techniques to work with all

- route personnel
- store personnel
- promotions
- advertising
- publicity
- packaging . . .

in other words, with just about every individual and phase of your operation that can impel more customers to bring you more business, steadier business, more profitable business!

**"MOTIVATION" IS THE SALES-BUILDING FORCE
DEVELOPED BY SALES-BUILDING EXPERTS—**

**AND NATIONAL CLEANER & DYER'S 1958 GUIDEBOOK
PUTS IT INTO COMPACT, HANDY TEXTBOOK FORM—**

FOR QUICK, EASY APPLICATION, BOTH INSIDE AND OUTSIDE YOUR PLANT

In addition, your 1958 GUIDEBOOK includes

THE INDUSTRY'S ONLY COMPLETE, STANDARD BUYERS' GUIDE

NATIONAL's 1958 Guidebook brings you the only buyers' directory available to the field—more than 130 pages—listing thousands of items of helpful buying information—where-to-do-business facts you can use day-in, day-out for 12 solid months. This part of the Guidebook contains the

CLASSIFIED DIRECTORY—listing all kinds of drycleaning equipment and supplies by product . . . with manufacturers of each . . . a constant, easy-to-use, ready reference on who makes it and sells it

TRADE NAME DIRECTORY—alphabetical listing of trade name products and their manufacturers . . . a quick means of tracking down the source of "trade name" equipment and supplies

DRYCLEANERS:

Because you subscribe to NATIONAL, you can get extra copies of this big 1958 GUIDEBOOK ISSUE—a personal copy for each key individual in the plant—AT HALF PRICE!

SEE PAGE 24 FOR DETAILS!

MANUFACTURERS' DIRECTORY—alphabetical listing of manufacturers and their home office addresses . . . full information on where to contact companies listed in the classified and trade name directories

LOCAL BUYERS' GUIDE—geographical listing of manufacturers' branch offices, distributors and jobbers, with addresses, arranged by cities and states . . . a practical direction-finder for contacting the nearest source of equipment and supplies

DETAILED BUYING INFORMATION—supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services

AND YOUR OPERATING GUIDE

This big section brings you up-to-the-minute reference material for day-in, day-out easy application by yourself and every one of your key employees.

In NATIONAL's customary authoritative style, it provides you with page after page of charts, graphs and tabulated information covering all phases of drycleaning operation and production.

THERE'S ONLY ONE GUIDEBOOK of the DRYCLEANING INDUSTRY

IT'S
PUBLISHED
by

NATIONAL CLEANER & DYER

*First in the
Drycleaning Industry
Since 1910*

305 East 45th Street,
New York 17, N. Y.
ORegon 9-4000 ABC/ABP

BUSINESS BUILDERS

Map Pinpoints Migrating Customers



Here's an idea that attracts and entertains new customers of Ideal Cleaners in Mesa, Arizona. Many patrons who have settled in the area are from other parts of the world.

Clara Christensen, manager, has installed a large map of the United States in the call office of the plant's west branch. As new customers call, she asks whether they have moved to Mesa from some other part of the country. If they have, she writes their name on a tab and pins it at the right geographical location.

Those outside of the States are

pinned on the edge of the map. These include the names of people from Norway, England and Alaska.

While the map has only been in use a short time it has created a lot of interesting situations. One, for instance, concerned a customer from Missouri. He was excited to discover a familiar name from his former home in that state. In checking, he found that the two families were living but two blocks apart in Mesa. Thus an old friendship was renewed and two good customers were developed for this plant that brought them together.

One Store Promotes Another of Same Plant



Billboards in the call office reflect management's interest in customer convenience by promoting interstore pickup and delivery at Troy Laundry and Drycleaners, Detroit, Michigan. Each of the plant's seven stores features a large sign listing locations.

The signs also call attention to the fact that work can be dropped off at one store, picked up at another.

Signs are placed at eye level along the back wall of the buildings. And customers can easily see the large black lettering in any Troy store.

Price Cards

Color has been added to the Stapleton Service Laundry's price list. The Staten Island, New York, plant lists its drycleaning prices on a type of postcard. It is not for mailing but for distribution in the call office to both laundry and drycleaning customers.

One side of the card is a color print of one of the red-and-green Stapleton trucks. Beside the truck is a routeman holding a bagged drycleaning order and a package of shirts. On the reverse side of this attractive picture card is the price list.

The printed side is headed, "New clothes deserve it . . . old clothes need it—Drycleaning by Stapleton."

Ringin' Up Sales



Here's a goodwill idea that pays off for Reliable Cleaners, Harrisburg, Pennsylvania. Just below the sign is a telephone book and the telephone. As a gesture of plantowner John J. Reardon, the phone is at any customer's disposal.

The idea of the call-office phone came about when Mr. Reardon first opened his plant. Quite often a customer would come in, remember that she had to make a phone call, and Mr. Reardon had to take them into the office to make their call.

To solve this little problem and to keep the customers happy, Mr. Reardon employed a little gadget put out by the phone company. For only a few cents extra a month, Reliable has the extension phone in the call office. When he wants to make a business call from his office, he merely pulls up a button under the receiver which disconnects the phone in the outer call office. When his phone is back on the cradle the phone in the call office is automatically reconnected.

U

NSURPASSED SHIRT FINISHING

with these **TWO NEW MOST WANTED FEATURES**



ON THE 2 GIRL 3 PRESS

Glide-O-Matic

SHIRT FINISHING UNIT BY

UNIPRESS®

TWO NEW GEMS on the UNIPRESS Glide-O-Matic 2 girl, 3 press shirt unit give you more shirts per hour with the finest quality finish available anywhere. *First* is the UNIPRESS Model MSA One Lay Double Sleever which automatically measures each sleeve length for perfect pressing every time. *Second* is the new yoke ironing feature of the BAS Cabinet Bosom and Body Press, which automatically presses the full yoke while operator is making lay on the bosom and body form. Add all the other outstanding UNIPRESS features and you have the most advanced shirt finishing unit on the market today. Your choice of seven beautiful decorator colors. See your Unipress distributor or write today for complete information. Remember, UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD.

FOR FINER FINISHING FASTER IT'S...

THE UNIPRESS COMPANY 2814 Lyndale Ave. So. Minneapolis 2, Minn.

SEE THIS UNIT IN OPERATION BOOTH 365, A. I. L. CONVENTION—CHICAGO, FEB. 26-MAR. 2

QUESTIONS and ANSWERS

Cold-Wave Solutions

The customer claims that the stains on this brown skirt were not present when she brought it in. What do you think?—B. C., New Jersey

We have been able to duplicate this damage very closely by immersing

a sample of the material, taken from an unexposed seam, in hydrogen peroxide.

This would indicate that a bleaching agent has been the source of the damage. We believe that this solution has been spilled on the garment by the customer in some manner, since

our observation of the garment showed no evidence of any spotting operation in the area.

There are many sources of bleaching agents besides the bleaches themselves. Many sterilizing compounds contain bleaching agents, and the commonly used cold-wave solutions are notorious for causing damage of this kind because of the bleaching agents present. What's more, the damage very often does not show up until after the garment has been drycleaned.

Redyeing is the only means of restoration.

Dye Stains

This jacket was stained by a wet carton and wrapping paper. Can you advise me on how to remove these stains?

—R. C., Pennsylvania

It seems very unlikely that these stains can be removed without risk of damaging the color in the fabric itself.

The usual procedure in attempting to remove a dye stain such as this is to soak the entire garment in a bath of water to which a wetting agent has been added. This wetting agent has great penetrating properties and sometimes a prolonged soaking, such as all day and all night, will soak out the contact dyestuff. Of course, this involves wetting the entire garment, which in itself entails some risk of shrinkage and loss of shape.

Even then, it may be that this soaking out will not clear the garment. It then becomes necessary to resort to bleaching. Since the garment is wool, we are limited as to the bleaches we can use. In this regard we found that sodium hydrosulfite bleach would remove the stain but seemed also to affect the color slightly.

A milder method of bleaching might be advisable. Sometimes it is quite effective to sponge out the stained area with hydrogen peroxide (drug-store variety) and then place the garment where this area can be exposed to the sun. The combination of the sun's rays and mild oxidizing bleach will often remove dye stains, scorch, etc., with a minimum effect on the dyestuff of the garment. Should this not clear the stains, it would be necessary to resort to a stronger bleach, such as sodium hydrosulfite, which involves a greater risk of pulling the color of the fabric.

All at your finger tips—

5 fool-proof TAGS

with countless special applications to your marking-identification system

Just off the Press

All will vastly improve the results and performance in each department of your plant

All are proven money and time savers, —so easy to use!

Uses explained in detail in this free catalog

INSTRUCTIONS CATALOG
PRE-MARKED STRIP-TAG CO.
Originators of pre-marked identification

MAIL COUPON TODAY

PRE-MARKED STRIP TAG CO.,
3232 India St., San Diego 12, Calif.

Mail me your NEW, FREE Instructions Catalog of Pre-printed Marking and Identification Tags!

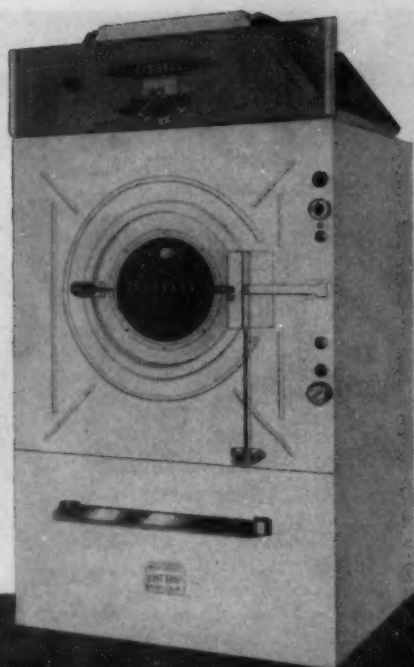
NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ 2-58 N. C. D. STATE _____

No training required, any employee can learn to use Pre-marked Tags in 5 minutes.

...or ask your jobber

PRE-MARKED, the Industry's Name for STRIP-TAGS

THIS BIG 42" x 42"
Cissell Drycleaning
Dryer delivers
3,200
cu. ft. of air per minute



FULL DEODORIZATION

Sturdy *double* walls provide extra strength... reduce heat losses... confine heat to basket. Perforations in basket shell are extruded to provide a smooth surface... separate fan and basket motors... Cissell-built Gear Reducer for quiet, long-life operation... Static Steam Spray... Two-Way Fire Extinguisher... full-width lint drawer... Air Filters standard equipment on 42" x 42". Here's everything you could ask for in a Dryer! Compare, and you'll agree!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".



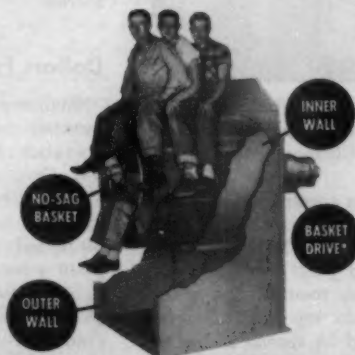
Cissell 8-Stage Heat Control eliminates temperature guesswork

Operator sets control for the heat required and forgets it! With Cissell's 8 **FIXED** stages of heat, temperature is positively maintained — and every drycleaner knows how important this is.

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.
 Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
 Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber

*Large basket shaft in Gear Reducer, supported by Timken Bearings — 15 year life expectancy under continuous 40-hour week operation!



CISSELL

GADGETS and GIMMICKS

No More Dust Catchers



Dust-catching chains used to hold fluorescent light fixtures in position have been eliminated at Fredrick Cleaners, Los Angeles, California. A neat arrangement using a 3/4-inch angle iron from wall to wall supports the housing of the fluorescent fixtures. The angle iron, in turn, is suspended from the ceiling by lengths of 3/8-inch rod. The outer cover of each lighting fixture is welded to the underside of the angle iron, making it a simple matter to clean up or replace the light tubes. Reason is that the fixtures no longer sway at even the slightest touch.

The angle iron also serves as a support for the electrical conduit which leads to each light from junction boxes on the main power supply running along one wall. This also eliminates the need for light cords coming down from the ceiling.

Novel Dip Tank



A war-surplus tank used by service doctors for sterilizing surgical instru-

ments has been put to use by Dick Carver of Majestic Drive-In Cleaners in Portland, Oregon. He finds it makes an efficient water-repellent tank where small quantities are processed.

The tank has a basket about 2 feet square and 6 inches deep, with a perforated bottom for draining. A foot pedal, assisted by an air piston to lessen the effort, lifts the basket out of the solvent at the same time as it lifts the hinged lid. Closing the lid causes the basket load to lower into the repellent solution.

The valve knobs shown at the base of the tank, designed to control the flow of steam and water, are shut off for the water-repellent use.

Made entirely of stainless steel, the tanks cost \$5 each at a war surplus auction.

Lightweight Utility Table



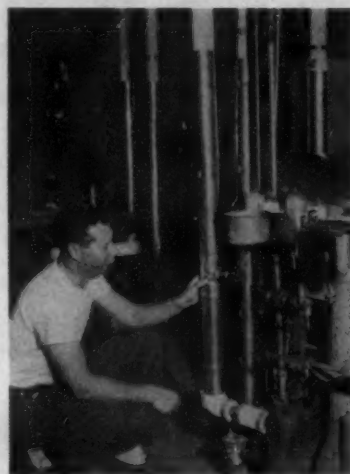
A portable sewing table saves time and effort in the inspection department at L-Nor Cleaners, Mount Prospect, Illinois.

The table was constructed of quarter-inch metal piping and measures 35 inches in height. Rubber casters make it easy to push from one end of the inspection room to the other. A plywood table top with shelving space was added for thread and other supplies. Plantowner Virgil Rolfs purchased an aluminum cabinet and strapped it on the metal frame under the plywood top. Buttons are stored in the drawers.

The unit measures only 24 inches in width—narrow enough to push

down the finishing line without rubbing against hanging garments. Cost of construction and labor ran around \$25.

Steam-Line Protection



When plantowner Otto Skopil of Eugene Cleaners, Eugene, Oregon, planned the layout of his new plant he decided to keep all steam lines above the floor. This was to assure easy rearrangement of equipment should the future call for readjustments or expansion.

As a protection from damage to these insulated steam lines, sturdy sheets of corrugated aluminum have been wrapped around the lower ends of the lines. The sheets also serve as protection against soiling and scuff marks.

Dollars From Heaven

Reduced costs play a big part in forming the profit picture of a small operation. Liberty Cleaners in Pendleton, Oregon, found a way of saving about \$200 a year that should interest other small plantowners. The two 30-pound cleaning machines in the plant were belt-driven, with the link-belts needing replacement about every six months. At a cost of \$50 per machine, this maintenance expense amounted to about \$200 every year.

Commercial double V-belts were installed on the machines, with an idler pulley for adjusting the slack. These V-belts cost only \$3 or \$4 each and have been in service for two years without showing signs of wear.

NORTH, SOUTH, EAST, WEST

Customers Demand a

SOFT, NO-SHINE FINISH

Get it easier... faster with a

CISSELL FORM FINISHER

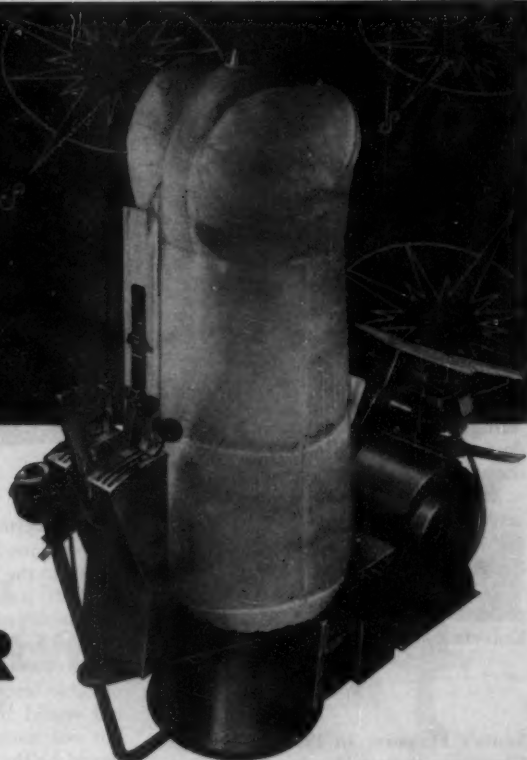
- ★ No Foot Pedals
- ★ Fully Automatic
- ★ Air and Steam at the same time
- ★ Controlled Air Pressure

Checked the quality of your finishing lately? Remember, your customers check it continuously. Meet their demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully.

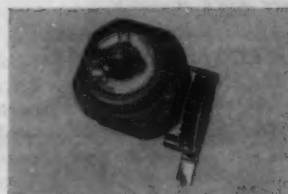
The Cissell Form Finisher is FULLY AUTOMATIC (No Foot Pedals.) The Cissell Time Switch does the job! Operator can do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position. Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

CISSELL FORM FINISHER includes one set of #11 Sleeveless, one set of #24 Sleeveless, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.

Consult Your Jobber



LEVER ADJUSTED NYLON FORM



CISSELL BUILT TIME SWITCH

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson
Blvd., Los Angeles. Foreign Distributors
write Export Dept.—Cable Code "CISSELL".

CISSELL

SIGNS of the TIMES

Cleaner Invents Defense Aid: Proving again that cleaners are both versatile and talented is West Hartford (Conn.) drycleaner Harvey Kravetz, who has invented a gamma ray detector. This low-cost device (\$2) can be used for civil defense purposes to direct people away from radioactive areas in case of a nuclear attack. The calibration indicator shows "normal," "warning" and "dangerous" areas of radiation. The device is housed in a plastic case about the size of a cigarette lighter.

Mr. Kravetz is also responsible for another invention, an alarm clock attachment, which will ring when contamination begins in an area.

The Defense Department has expressed interest in the device, Mr. Kravetz claims. Patents are pending.

##

Santa's Helpers: In the spirit of the Christmas season, drycleaners participated in various charitable events held throughout the country.

In Topeka, Kans., drycleaning firms processed all clothing donated for charitable purposes.

Village Cleaners, Riverhead, N. Y., served as a collection center for a toy drive held in the city.

Clothing collected in Novato, Calif., for orphans was cleaned free of charge by Manor Cleaners.

As a contribution to the Christmas Seal sale "Do-It-Today," the Columbus (Ohio) Dry Cleaners Guild donated a check for \$220 to the Tuberculosis Society. The Guild, composed of 44 local drycleaners, selected this group for its annual charity project.

##

Public Service: The Cleaners and Dyers Division of the Federation of Jewish Philanthropies, New York, announces that John Pardi was guest of honor at its annual dinner. Mr. Pardi of Prosperity Cleaners Service Stores was selected for his outstanding service in philanthropic and industry activities. Max Jacobs and Julius L. Kuffler are co-chairmen of the organization's annual fund-raising drive.

More than 600 pounds of materials collected for cancer dressings in Hamden, Conn., were processed by Johnny On The Spot Cleaners, Hamden. Albert Dattilo is manager of the drycleaning firm.

During January the 54 member firms of the Cleveland Cleaners Institute helped publicize the Red Cross drive for blood by placing reminders in the pockets of every newly cleaned garment. Key figures in the event were Al Blace, a past president of the Institute and owner of Blace Cleaners, and John Hayek, chairman of the Institute's blood bank and owner of Mayfair Cleaners.

##

Tax Deferment for Self-Employed: The Jenkins-Keogh bill, recently introduced in the House of Representatives as H. R. 9 and 10, would permit any self-employed taxpayer to put a small part of his earnings before taxes into a retirement fund. The maximum permissible annual deduction under this bill would be 10 percent of income, but not more than \$5,000; \$100,000 would be the maximum amount deferrable over a lifetime.

Under the present system the self-employed must set aside enough from his taxed earnings to finance his retirement, although retirement plans for employees are tax-exempt.

Drycleaners interested in this bill should write to the Ways and Means Committee, House Office Bldg., Washington, D. C., to report it out for action by this session of Congress.

##

Braided Rug Problem: A warning concerning the cleaning of braided rugs containing fugitive dyes has been issued by the Massachusetts Laundry-owners' Association to its members. These rugs, sold in 40 states, bear a removable tag advising users to dry-clean. Although incorrect, this provides retail stores with a convenient excuse if the rugs are not drycleaned.

When questioned the manufacturer said that fast dyes were not used because of the high cost. He agreed that the rugs would fall apart if dry-cleaned and plans to correct the cleaning instructions on the tag. He advises that the gun-type method of cleaning braided rugs is the best. This method uses a high-pressure mixture of air, water and detergent with the rug lying on a wire mesh on the floor.

The Massachusetts group states that if rugs are used without a mat on a new unfinished or newly finished floor,

a chemical reaction makes the dye extremely fugitive. If rugs are cleaned at all, they should be done so at the owner's risk, the organization suggests.

##

Glass Becomes Crown Head: Election of F. Elbert Glass as president and Walter H. Montgomery as chairman of the board has been announced by the Crown Laundry and Dry Cleaning Co., Indianapolis, Ind. Kenneth R. Badger will continue as secretary-treasurer.

Mr. Montgomery has served as president of the firm for 44 years and will remain in a consulting capacity. The firm has grown under his leadership to one of the largest in the state.

Mr. Glass joined Crown in 1926 and has been director of sales and advertising, manager of the drycleaning and rug cleaning divisions, a vice-president and member of the board. He attended Butler and Michigan Universities.

##

Five-Year Outlook: Profits will rise 57.8 percent over present levels by 1962. This is the optimistic prediction offered by presidents of 109 companies in a new survey by *Dun's Review and Modern Industry*.

The outlook for 1958 is not so bright, however, as the long-range view. Of the executives interviewed, 25 percent are as confident this year as last, 19 percent are more optimistic, 42 percent are mildly pessimistic, 10 percent think that the economy might either contract or expand somewhat and a few expressed no view.

Yet for their own companies the prospects are brighter, the executives state. More than half expect to make a better profit showing in 1958, 23 percent expect profits to remain stationary, 22 percent lower and 2 percent don't know.

Loss of confidence by businessmen and consumers and inflation will constitute the major problems of 1958, the presidents believe. Other threats cited include union power, world tensions, taxes, tight money and government policies (especially the uncertainty of where, how and when defense spending will be stepped up).

The complete report is given in the January issue of *Dun's Review and Modern Industry*.

You Get
smooth performance

with a
CISSELL STEAM - ELECTRIC IRON
with Electric Thumb Switch and Low-Boy Assembly



**This famous
CISSELL VALVE**
does the job!

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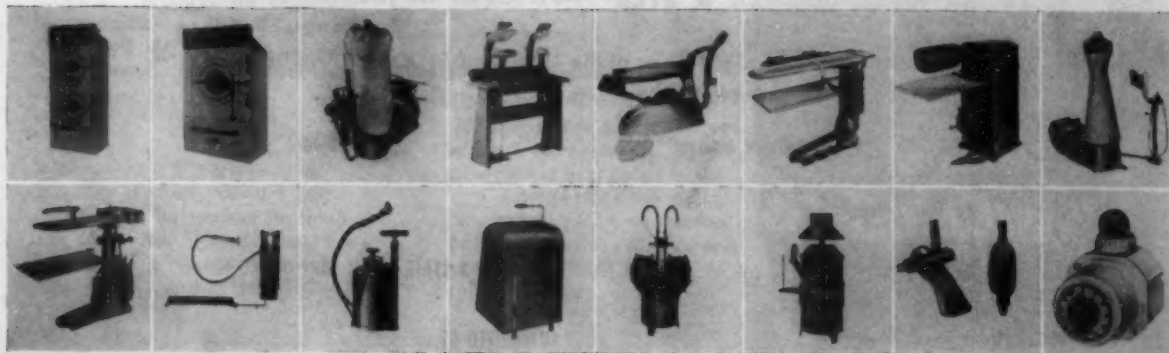


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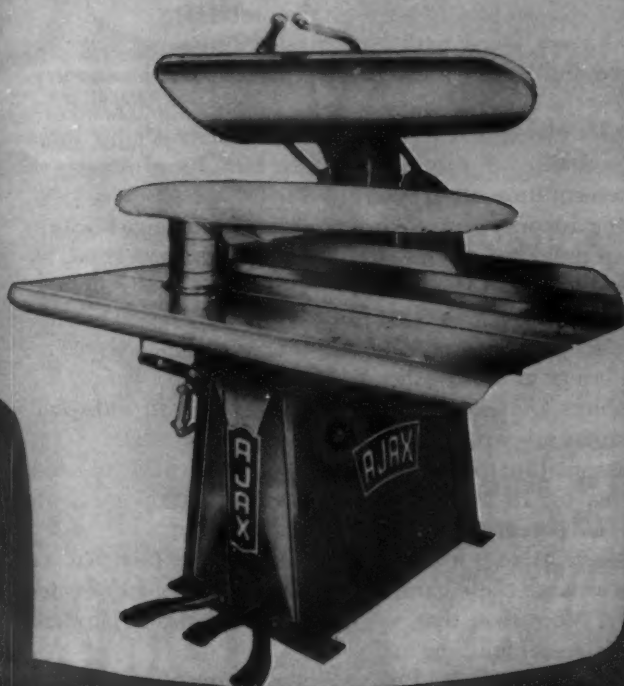
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EDITORIALS

If You Can't Lick 'Em . . .

Not too many years ago some prophets of doom in the industry predicted dire things because of the introduction of acetate fibers. But most of you know what happened. Cleaners learned how to clean and spot this material and we emerged healthier and stronger than ever. Instead of throwing our hands up in despair, we learned how to live with the problem.

Today we are faced with two parallel situations. One has been licked by the many progressive plants over the country. The other is the cause for deep concern among industry leaders.

In the former case we refer to the summer slump some cleaners encountered. In our travels we have heard reports of 5 to 10 percent drop-off in volume the past summer over 1956. But a strong minority also spoke of increases in the same amount. This group promoted the cleaning of cotton frocks, resized, by professional cleaners. They took in *washable* garments and offset the slump or "plateau" that affected most businesses. Once again, these cleaners turned a disadvantage into an advantage.

Which brings us to the other problem facing us. Everywhere many cleaners are raising a hue and cry over wash-and-wear. Some cleaners are wringing their hands over the matter; some even contemplating the possibility of leaving the field for some other endeavor. In actual fact, the wash-and-wear garments offer us a rich potential for more business than ever.

All we have to do is let the housewife in on the fact that we can clean or wash these garments, too, saving her a lot of work and worry. More than that, we can tell her that any garment needs professional finishing and care.

Last May our issue told of an enterprising plantowner in Albany, New York. He invited retail clothing executives and buyers to his plant. Before their eyes he washed a pair of the new type trousers. He then topped and legged one half of the garment so they could see for themselves the superior job done by a drycleaner. And he sold them. They, in turn, told their customers.

We will never resolve the problem by preaching to the consumers that wash-and-wear garments are not for them. Neither can we do it by sticking our heads into the sand, nor by despairing.

If we can't lick 'em, join 'em. Thank goodness many progressive plantowners already have. And it isn't too late for the rest.

There are perhaps few places in the world where drycleaning has shown the growth it has in Canada. Between 1930 and 1955 the number of cleaning and dyeing plants increased from 126 to 1,205, nearly 1,000 percent!

This sound, steady growth is something for which the entire industry can be proud. At the same time, we can't help feeling proud of the fact that our readership in that country is just about at the saturation point.

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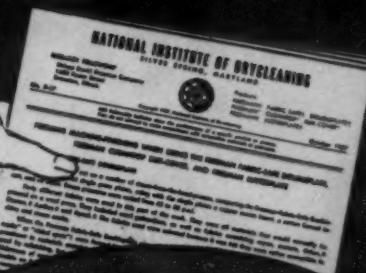
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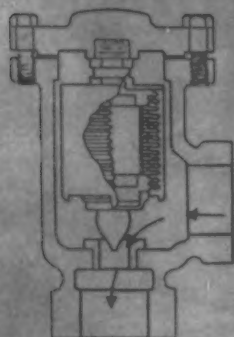
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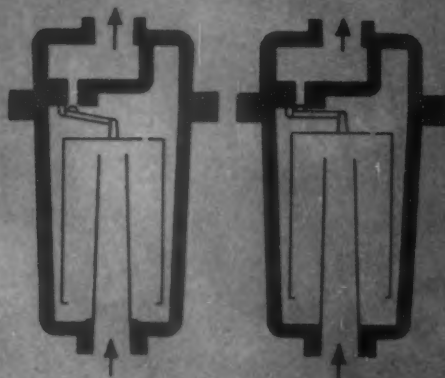
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STEAM HEAT
EXPANDS ELEMENT,
CLOSES VALVE

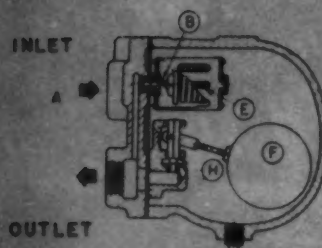
INVERTED BUCKET TRAP



VALVE OPEN
BUCKET DOWN,
CONDENSATE DRAINS

STEAM
LIFTS BUCKET,
VALVE CLOSES

FLOAT-THERMOSTATIC TRAP



HAS HIGH AIR-DISCHARGE
CAPACITY, RESPONDS WELL
TO CHANGING CONDENSATE
FLOWS

FIGURE 1

FIGURE 2

FIGURE 3

What Are You Looking for In Steam Traps?

Here is an explanation of the various types available

By JOSEPH C. McCABE

EVERY USER of steam, from the smallest household heating system to the biggest steam plant in the world, has the problem of getting steam to the area where it will be used quickly. And, after making use of the energy the steam carries, the problem of removing the spent steam and condensate to make room for a fresh supply. In the drycleaning and laundry field a large part of this problem is met by steam traps and vents.

A casual glance through a typical trap catalog will convince anyone that there are all kinds and variations of traps. Picking the proper ones can become a confusing chore. Let's look closely at the fundamentals behind trap operations.

The basic need

If you were to start from scratch—that is, turning on a steam valve to feed steam into a piece of steam-using equipment that had been shut down—you would find this condition: The air

that has filled all the space allotted for the steam has to be driven out.

The easiest way would be to open a vent valve and let the air blow through under the pressure of the steam. Just to be sure, you would probably let the blow-through continue until you saw puffs of steam. Your guess would be that the system had been cleaned of air and you wouldn't have to worry about this problem until you started up the next time. That is, assuming the spent steam and condensate moved along without interruption.

Actually, unless you achieved a flow of steam out of that vent valve of the correct quantity for both the steam pressure imposed and the cross-sectional area of the valve, you could not be at all sure that all the air had been removed. What's worse is the fact that as the unit operated and went through its different cycles, calling now for steam and now for none, some air would leak into the equipment.

Eventually you'd be wondering what the trouble could be. Your device was just not warm enough or you could not press the same number of trousers you could in the same time right after start-up. In brief, you need some help in the way of a mechanical gadget that would always be on the job venting air just as long as needed and, more important, closing down at just the right moment.

The trap's dual role

But there is more to effective operation of any steam-using equipment than air removal. True, this need is extremely grave at start-up. But once the steam flow is established, condensate removal becomes the prime problem. This condensate or water will back up in the coils and unless removed will eventually flood the equipment. Further, this condensate has relatively little heat to give up and will tend to cool down gradually and reduce the temperature of equipment.

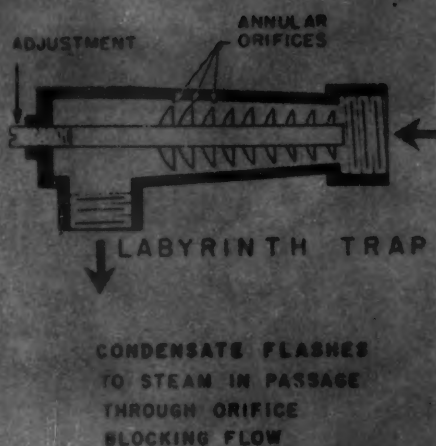


FIGURE 4

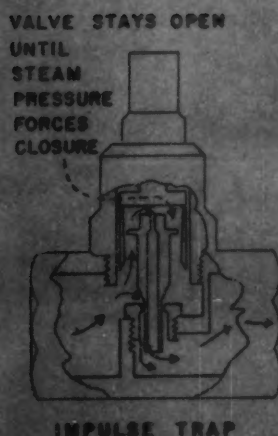


FIGURE 5

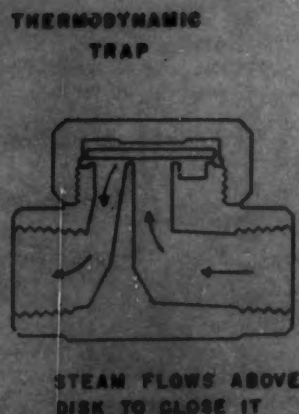


FIGURE 6

Obviously this cooling down is most undesirable. In addition, the condensate water, if it lies around in the pipes, offers convenient slugs for water hammer that can blow gaskets, burst tubes or pipes and jackets.

The rate of formation of condensate on start-up is usually many times that of normal operation because the equipment is relatively cold. Getting this condensate from start-up, as well as that from normal operation, out of the equipment is the function of a trap. If heat-up time is to be kept as low as possible you would ask for a trap with a much greater condensate-removal capacity than the requirements at normal load would warrant. But before we get on the subject of which trap is best, we realize from the above that a good trap must be able to remove condensate quickly up to the limit of its capacity and also to expel any air that might build up in a system.

Now we're ready to consider the myriad trap designs that manufacturers can supply. Our little start-up problem above posed a number of possibilities—whether we wanted air-removal ability, principally, or a heavy condensate-removal capacity well above the normal run to cut down on heat-up time, or just a normal condensate-handling capacity coupled with air-removal ability. A study of the equipment using the steam would be most helpful.

Batch operation

For example, with batch processes the best choice would be a trap that

could handle a large amount of air. Then each batch can be heated as rapidly as you wish. For such service we might consider a thermostatic type trap (Fig. 1). In this design bellows, expansion tubes or bimetallic strips are used as the working element. Fig. 1 has a bellows attached at one end to the trap body.

The opposite end of the bellows employs a valve disk which closes off the valve opening if the bellows expands, as it does under heat, and opens if the valve is contracted, as it does when cold. Such an arrangement with the valve wide open when cold means the trap cannot air-bind and will release air rapidly upon start-up.

Similarly, by making the valve opening large, condensate quantities at start-up can be considerable. Remember, however, that as the condensate warms up, the bellows begins to expand and the valve opening tends to close up. Near steam temperature, then, the condensate discharge capacities of Fig. 1 are much reduced and this would be the situation under normal operating conditions.

Because thermostatic devices require a certain time for the bellows, for example, to heat up or cool off, trap action tends to be a little slower than for other types. Similarly, since action of this trap is based on temperature difference, the condensate in the trap must cool somewhat below steam temperature before the trap will open to discharge it.

We have seen some installations where several feet of a cooling leg are installed in advance of the trap. This allows the condensate to enter the

trap at a little below the steam temperature so that the discharge may be more continuous. But for batch service where time elapses between operations, this trap seems to be a satisfactory choice.

Continuous service

How about continuous service? A commonly used trap in service today is the inverted bucket of Fig. 2. This trap can be built for all working pressures. As supplied it is comparatively small and light. But because there is a limited operating power, the pressure range for any size discharge valve is similarly limited.

Air is eliminated through a small vent in the top of the bucket. The differential pressure across this vent is small so air flow through it is low. Auxiliary thermostatic air vents can be added, however, to improve this air-venting capacity. Ball-float valves are usually selected where continuous discharge is desired although the use of a ball float does increase over-all size of the trap.

The float-thermostatic trap (Fig. 3) is another possibility for this service. It gives a continuous and variable discharge of condensate. This design is suitable for pressures up to 200 p.s.i. or so depending on the materials used. When steam is first turned on air is pushed out through opening E, which is a thermostatic air bypass. Condensate floats the ball to open the valve and allow it to discharge. As rate of flow varies the float rises or drops to accommodate the changing flow. In the closed position condensate seals

the valve until enough water forms to raise the float.

The high air-discharge capacity of E prevents air-binding. These traps, properly installed, are said to be quickly responsive to changed load conditions.

Later designs

Among the earlier trap designs was the thermodynamic or labyrinth design. In this design a labyrinth passage is set up, such as the adjustable one in Fig. 4. When hot water passes through this series of orifices some of it flashes into steam as it goes from a higher pressure point on one side of the orifice to the lower pressure on the opposite face. This flashing tends to choke off the flow so that at a definite point condensate flows through but steam stays back. If the load fluctuates this trap may either blow steam or flood with condensate.

The well-known impulse trap is such a device but a highly refined one. This unit (Fig. 5) uses but two orifices in series to provide the impulse which operates the trap. Hydraulic pressure on the trap pushes up a valve disk or piston to open the valve wide and permit condensate flow.

When condensate approaches steam temperature a portion of it flashes to steam within the valve body. This flashing occurs in strategic areas within the trap body so that a pressure builds up which shuts the valve. As the condensate cools and flashing stops, the valve reopens, permitting a discharge flow.

Incidentally, this trap is reported to handle air well and to be immune to freezing. It comes in a range of sizes and enjoys a wide acceptance.

Still another trap (Fig. 6) has come on the market. This one employs an inlet orifice in the center with a circular flat disk across it. An outlet orifice is located off to one side.

When steam, air or condensate enter the trap, the pressure raises the disk, allowing the fluid to flow radially across the underside of the disk. When steam reaches the trap, however, the velocity of this flow under the disk increases rapidly and steam flow moves around to the top side of the disk. The kinetic energy of the steam increases the pressure over the top of the disk and forces it downward to close the inlet orifice. As the steam condenses in this chamber above the disk, this downward pressure decreases so that the valve can reopen.

Here again is a fairly universal trap that it is said will work well in any position, is not affected by water hammer or corrosion and also handles air well. # #

THE COVER STORY

Here's a New Twist To Radio Advertising

Disc-jockey stint assures personal touch to drycleaner's sales messages

By LOU BELLEW

SAY IT WITH MUSIC seems to be the slogan of Club Cleaners in Eugene, Oregon. There an elegant little downtown drycleaning store has part of its reception area set up for radio broadcasting.

From here Grant Getchell, who with his brother owns and operates Club Cleaners, puts half-hour music programs twice each week through local radio stations. Acting as his own announcer, Grant handles the commercials and schedules the entire show. Featuring mostly the old standards rather than current madhouse tunes, the programs are designed to appeal to the housewife—a "select captive audience," as he puts it.

It is only fair to admit Grant can hardly be called an amateur. He has long been a tape-recorder enthusiast, with a hobby of recording entire convention programs to better acquaint himself with the drycleaning business. Then, too, as a lover of good music he knows the better quality of tone from a tape recording. Best of all, he has of necessity recorded his own voice often enough to know what it sounds like—and this has contributed to a good speaking voice.

Just a year ago Grant considered buying a local radio station. He actually managed it for a month to help make up his mind. He soon found the operation of the radio station would

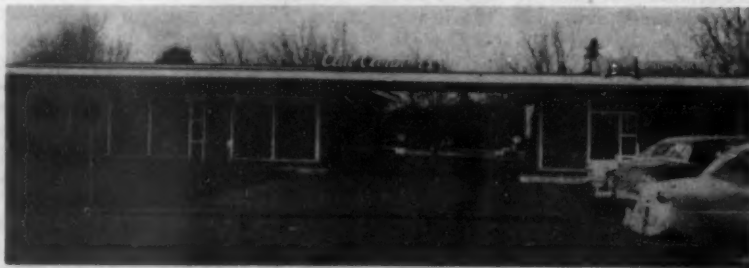
take too much of his time, and preferred to remain in the drycleaning business.

Every Monday morning at 10:30 Grant does a show over a local independent radio station. Each Tuesday morning he broadcasts over a local radio station which is affiliated with CBS. In this way he pretty well covers the entire listening audience of both stations. All the broadcasts, of course, emanate from his downtown store in full view of any customers who may be present.

"Soft sell" technique

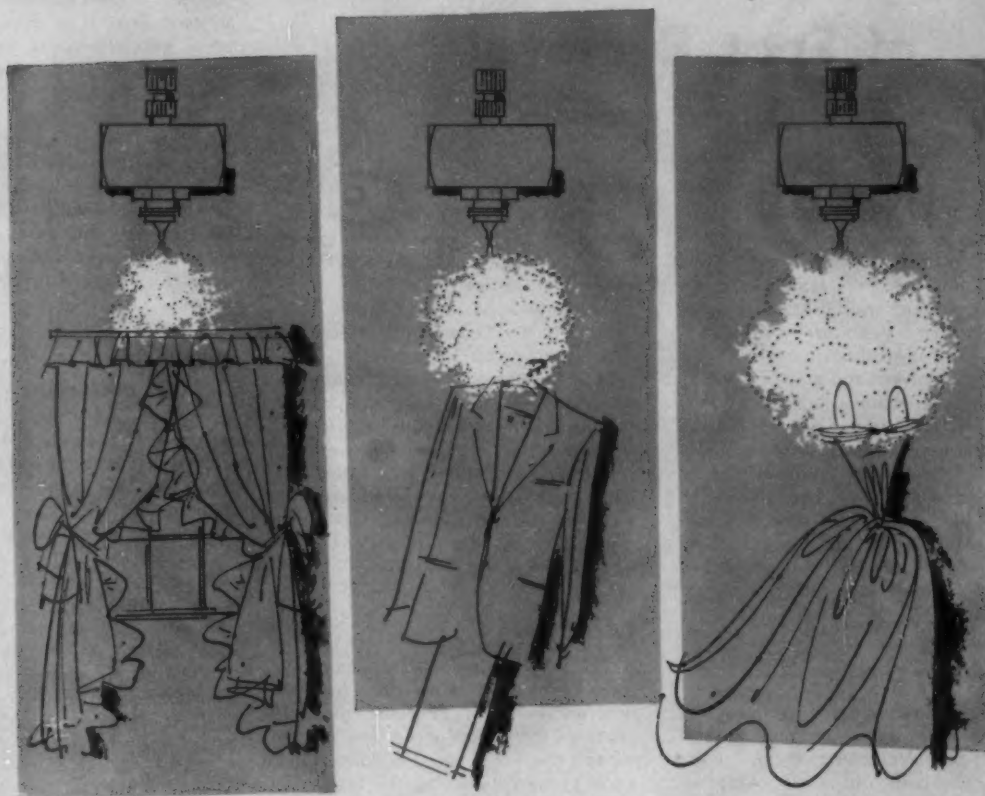
Often a good portion of a program is given over to interviews with heads of local charity drives or other community projects of current interest. Most of the time, however, it is simply a matter of good music (from a tape recorder, you can bet) broken only by an occasional commercial on Club Cleaners, which Grant does in a most pleasant manner. According to Mr. Getchell, it's easy to get in as many as nine "plugs" in a half-hour period, without offending the listener. The theme song, "Sophisticated Swing" by Tommy Dorsey, sets the pace for the program.

The parent plant at present serves five outlets, and volume is increasing at a steady pace. # #



New cleaning plant serves five outlets. Drive-through connects small shopping center with fast-growing residential area

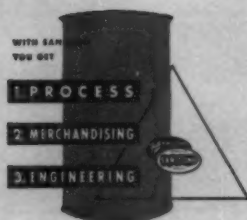
*Precise Moisture Control is
Simple, Safe, Sure with Sanitone*



Precise control of moisture to get maximum soil removal is no problem to a Sanitone Dry Cleaner. He adds, through the Sanitone Humidifier, the exact amount of water needed for each kind of fabric. That way, he's sure to get maximum cleaning efficiency every time, load after load, day after day.

As every technician knows, such efficiency is impossible when the same amount of water is used in cleaning both silks and woolens.

But this far more accurate moisture control is only one of the many advantages enjoyed exclusively by Sanitone Dry Cleaners. No less important are the year 'round support of national advertising, the professional agency help in local advertising and the personal services of a trained dry cleaning engineer. If you are not already enjoying these benefits, write for details today.



SANITONE DRY CLEANING SERVICE

**A Division of Emery Industries, Inc.
Carew Tower, Cincinnati 2, Ohio**

SPOTTING MADE EASY . . .

PART 2 -

Four Basic Methods of Spot Removal

By CORT ANTONSON

THE TOOLS NEEDED to do the job correctly were discussed in last month's article in this spotting series. From that point, then, we launch into the various methods used to remove stains. There are four basic procedures:

1. Lubrication
2. Solvent action
3. Mechanical action.
4. Digestion

In the case of lubrication, it should be noted that many stains are the result of a solution of some type that was spilled or rubbed onto the garment. Many of these stains, such as paint, lipstick, mascara, and others like inks, contain a lubricating agent in themselves.

Lubrication

This lubricating agent can do much to help remove the stain if removal is tried before cleaning. Paint, for example, will come out more readily before cleaning if a dissolving agent is used. This would be some type of volatile paint remover.

If the paint goes through the cleaning cycle first, without prespotting, the stain is harder to remove since it has to be relubricated. On the dry side, then, the lubricating agent used is an

oily-type paint remover. When dry-side stains, even other than paint, need lubricating, then the oily-type paint remover is the answer.

Wet-side stains also require lubrication. It has become almost routine practice to reach for a neutral lubricant as the second spotting agent after water has been used. Years ago, before the development of neutral lubricants, glycerine was the common wet-side spotting agent. Some spotters may still use it on occasion. But the commercial products not only lubricate; they have a great penetrating property which is an advantage over glycerine.

Solvent action

The next method, solvent action, is used hand in hand with the lubrication method. This, because the solvents we use have the property of dissolving the stain and the lubricating agent as well, following the first step.

The volatile-type paint remover is the quick-acting solvent for use on the dry side. After a paint stain has been lubricated with an oily-type paint remover, the quick solvent action of the volatile-type paint remover then dissolves the stain and the lubricating agent away from the fabric. In most

cases on the dry side, the garment is then recleaned. This assures complete rinsing of both dry-side spotting agents used.

The most important of the wet-side solvents is, of course, water. Of all chemicals or solutions, water has no equal for dissolving water-soluble materials. On most wet-side stains, water is used first. It is applied by water spray gun, steam gun or brush. Used in conjunction with a neutral lubricant it will remove most stains.

There are, however, other solvents which are made up mainly of water but are either acid or alkaline. Such acid or alkaline solutions have use because some dyestuffs will bleed unless one or the other is applied. Among these agents are 28 percent acetic acid, ammonia, rust remover and general formula (also containing a lubricant).

Mechanical action

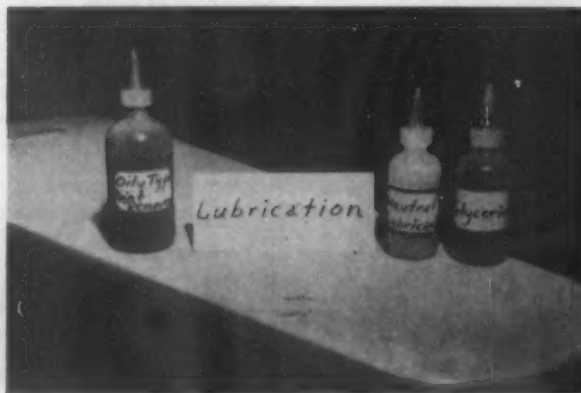
Mechanical action is a critical factor in stain removal. It is all too often overdone. If a lump of sugar is placed in a glass of water it will dissolve eventually. If that same lump is broken into small pieces, the sugar will dissolve much more rapidly.

Such is the purpose of mechanical action in stain removal. This is done with the spotting brush or by using the edge of the spatula. With the stain broken up in this manner, the lubricating agent and solvent can do their job more efficiently.

Digestion

Some types of stains are insoluble even on the wet side. These are the albuminous stains, among which are milk, cream, egg, fish slime and body excretions. Such spots require "digestion" by the use of enzymes. The commercial digesters do one important thing. They convert insoluble com-

Continued on page 81



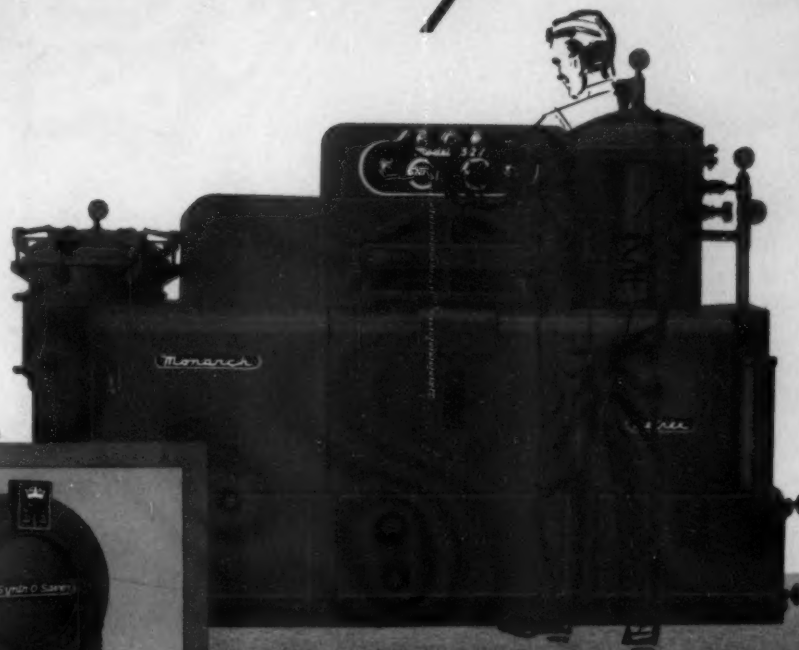
Dry-side stains require oily-type paint remover; wet-side stains call for either commercial neutral lubricant or glycerine



Digester powder is placed on the stain after it has been wet out with water; allowed time to do the job

DETREX

presents

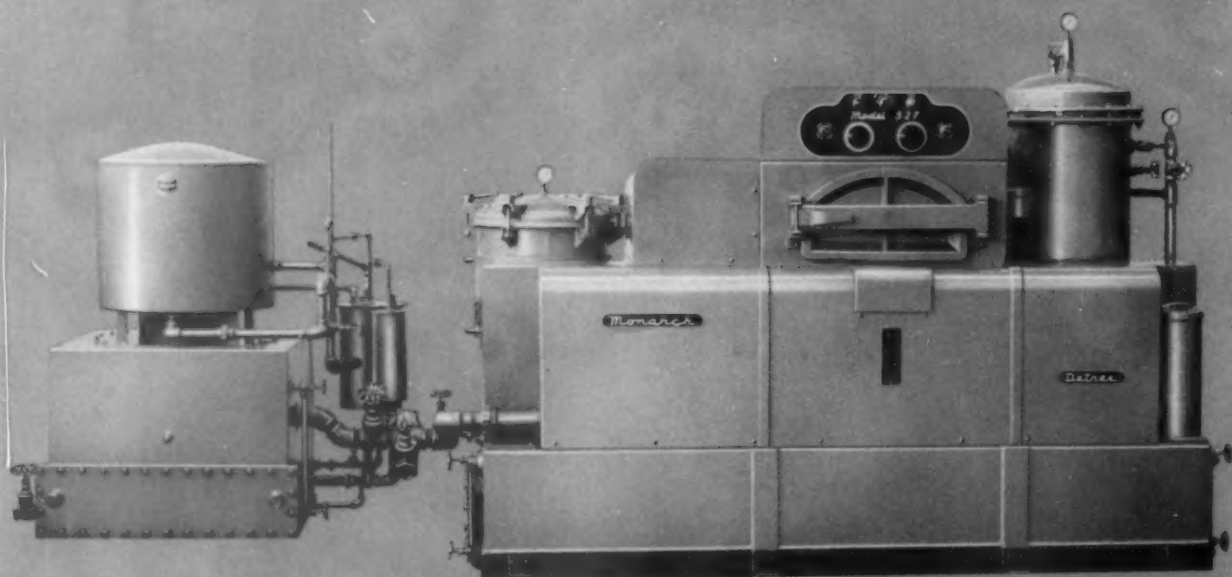


NEW SPRAY-RINSE MONARCH



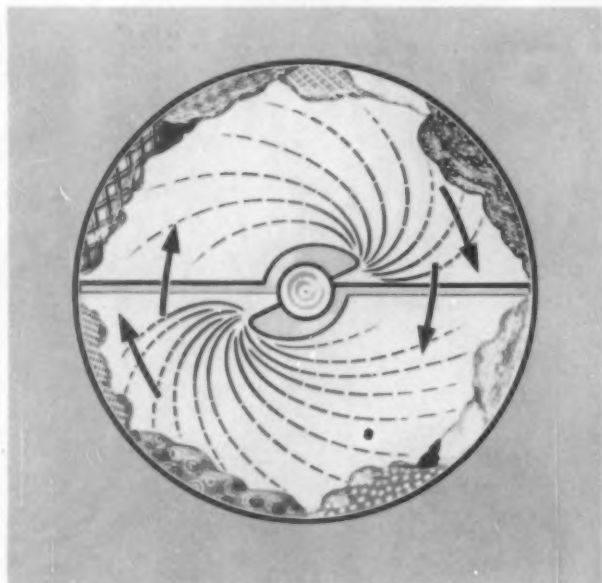
Detrex announces the new Swirl-Spray Rinse Monarch . . . with a completely new synthetic cleaning principle. With this introduction, Detrex now provides a series of thirty-five pound drycleaning machines . . . the Detrex Two-Bath Monarch, Single Bath Monarch and the NEW Detrex Swirl-Spray Rinse Monarch . . . which outperform all others of comparable size in the industry. With the exception of its companion machine, the Detrex Two-Bath Monarch, the new Swirl-Spray Rinse Monarch (Model 527R) excels or equals all two-bath machines in cleaning ability. In this new machine, Detrex has combined, in price and quality, the advantages of single bath and batch-rinse to provide a production unit with cleaning quality far superior to any single bath unit on the market today.

MORE DETAILS ON NEXT PAGE

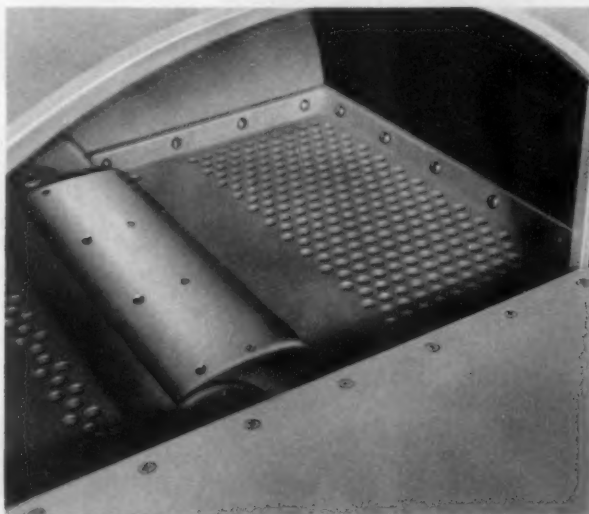


PROFITS BEGIN HERE! Detrex drycleaning equipment has long been known and accepted as the most profitable line for the drycleaner. This new Swirl-Spray Rinse Monarch is no exception. Its high-quality cleaning action virtually eliminates the need for spotting and reduces re-runs

to an absolute minimum. It combines the best features of petroleum extraction rinse, synthetic batch rinse, and is superior to most two-bath machines. All this with greater flexibility and up to 25% increase in production.



360° SWIRL-SPRAY RINSE. The swirl-spray rinse action is scientifically engineered to provide a full 360° swirl-rinse in combination with the fast spin of the drum during rinse-extract cycle. An automatic timer controls the spray with automatic compensation for load size.

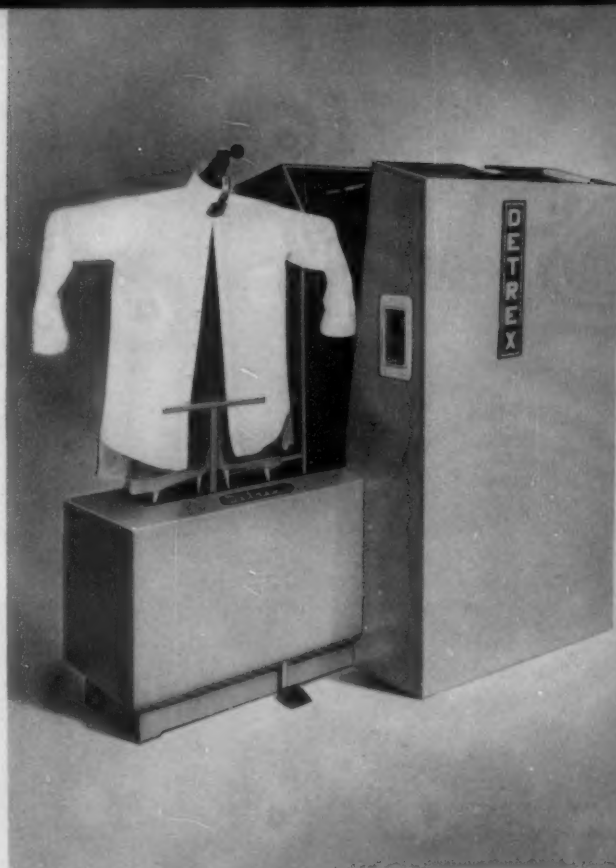


LIP-TYPE SPRAY EJECTOR. The spray ejector is mounted smoothly on the drum shaft in each of the two drum compartments. No rough edges or extrusions to catch or snag garments. Deep lip of spray ejector provides full width spray coverage over the entire area of the drum compartment.

INCREASED PROFITS OFFERED DRYCLEANER

No other line of drycleaning machines offers so much profit per load to the drycleaner as does the fabulous Detrex line with the profitable Detrex Drycleaning Process. Every one of the nine models of Detrex drycleaning machines pays for itself in increased profits for the drycleaners. The four major "Profit-eating" items in a drycleaning operation are drastically reduced by the Detrex Process. (1) Hand spotting reduced because of the superior cleaning action. (2) Wet cleaning is virtually eliminated. (3) Re-runs are practically a thing of the past as Detrex cleans thoroughly the *first* time. (4) Solvent recovery in the Detrex Process is 95-98% efficient. Thousands of drycleaners have found that one drum of solvent will do the work that formerly required three or four drums.

The result is more profit for you from every dollar of sales. You'll get more sales dollars, too. Your customers will increase because you'll be giving the finest drycleaning quality and service available.



DETREX SHIRT FINISHER. More and more drycleaning shops are installing their own shirt-finishing equipment. The finest equipment available is Detrex. Like the famous Detrex line of drycleaning equipment, Detrex shirt-finishers (and presses) are top quality units returning high profits to the drycleaners.

◀ **MODERN DRYCLEANING SYMBOLIZED.** Symbolic of modern operation in today's drycleaning shop is the Detrex—B&G call-office conveyor with Dialomatic controls. By simply dialing the claim check number, the garments are automatically delivered to the sales counter without your counter girl wasting her time and the customer's by running off to look for an order.

"PROFIT STORY" PROOF OFFERED

For proof that Detrex equipment will return you increased profits, fill in the postage-paid reply card at the right. Check off the literature you would like to receive. Any or all of this information at no obligation, of course.

• CLIP OUT AND MAIL FOR MORE INFORMATION •

DETREX CHEMICAL INDUSTRIES, INC.
DEPT. B-80
Box 501, Detroit 32, Michigan

Please send me the following literature:

- | | |
|---|--|
| <input type="checkbox"/> Drycleaning Catalog | <input type="checkbox"/> Press Literature |
| <input type="checkbox"/> Shirt-finishing Literature | <input type="checkbox"/> Conveyor Literature |
| <input type="checkbox"/> Literature on NEW Swirl-Spray Monarch Model 527R | |
| <input type="checkbox"/> Send me information on the lease plan. | |

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DETREX

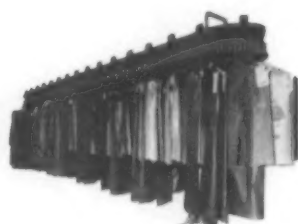
A COMPLETE LINE FOR THE DRYCLEANER



Drycleaning machines available in capacities from 60 to over 250 lbs. per hour.



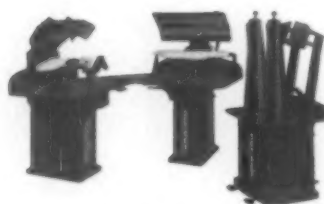
Synth-O-Savers available in both 35 and 50-pound load capacity.



Conveyors for your call-office. Dialomatic controls optional.



Presses available either air-operated or with foot controls.



One-girl shirt unit.



Full line of shirt-finishing equipment.

Now you can enjoy famous Detrex quality and economy not only in your drycleaning operation, but in pressing and shirt-finishing as well. Detrex has added a complete line of proven press and shirt-finishing equipment that enables you to purchase all your major needs from one source. You'll find many advantages for one-source purchasing. For your credit needs, you have only one source to deal with . . . only one source for delivery, installation and any service or maintenance you may require. One-source purchasing saves you time, trouble, headaches and money. And don't forget . . . you can always lease Detrex drycleaning machines if you so desire.

Detrex drycleaning presses are available in either air-operated or foot-operated models . . . all sizes and styles for complete press room needs. You have a wide range of shirt-finishing equipment to select from . . . including a shirt folding machine. Detrex also has drycleaning and bundle conveyors available in many sizes to fit your needs . . . with Dialomatic control if desired. For your most profitable operation . . . equip completely with Detrex.

See All This Equipment at AIL Exhibit—Chicago

BOOTHS 571 to 577—621 to 627

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DETREX

CHEMICAL
INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

INDUSTRY OUTLOOK FOR 1958

NID directors take realistic viewpoint

WHAT IS THE OUTLOOK for drycleaning in the 12 months ahead? As in the past we bring you an annual forecast. This year we have polled industry leaders, the directors of the National Institute of Drycleaning, for their prognostications.

As you will see, they take a sober but hopeful outlook. Their observations are tempered by industry conditions which prevailed generally the last six months of 1957. Many cleaners found that volume reached a plateau during that period.

Following the report of the directors, we will present our own predictions. These are based on our own study of industry conditions, from field trips all over the country, plus reports from other fields of endeavor.

Better management, more customer confidence will produce upswing

With the help of motivation research and good management I take a positive attitude for the coming year by predicting an upward swing in business for our industry.

Several years ago I spent a great deal of time taking active part in civic activities and local business improvements in my community. Unfortunately, this kept me away from the plant a great deal of the time.

But last year I was able to devote more attention to management problems in the plant. By applying principles of good management—learned while working with other people in civic undertakings—I have been able to increase my over-all business 30 percent. It proves that business is there if you look for it.

I am not in the wholesale drycleaning business. However, I have devoted a considerable amount of time and money to fur care and storage. This has afforded me daily contact with at least 40 to 50 plants and retail stores. Here I've found the progressive operator forging ahead and making a good profit.

I find that my own personal optimism parallels that of other businessmen with whom I have close contact.

We must learn to price our product at a good margin of profit. We can do

this by giving the customer the confidence she is looking for from her drycleaner. Price becomes secondary if the customer has that confidence.

In conclusion, I predict new goals for the drycleaning industry for the progressive plantowner who is willing to keep pace with modern times.

HUGH W. SMITH
Director, District 5:
Illinois, Wisconsin

Consumer spending surveys encouraging, but wash-wear may dent business

We at NID are not in any position to make a forecast concerning the trend in drycleaning business in 1958. We have thought a lot about it and read a great many business news letters concerning predictions for 1958 business—just as everyone else has.

Surveys made by the United States Chamber of Commerce indicate that in the coming years the American public will spend more for personal services. Such surveys are very encouraging toward our industry. On the other hand, we have letters from members who are quite concerned about wash-and-wear clothing cutting into their business—especially their summer business.

We are making a survey of our members concerning this and are also having a nationally known organization make a survey of consumers. The results of this will be shown at our Miami Convention. Perhaps then we will have something more specific to base our prediction on.

GEORGE P. FULTON
General Manager, NID

Outlook good for efficient plants; high costs may force some to close

I believe that the 1958 outlook for most well-established drycleaners is exceedingly good. The year of 1957 has brought better pricing, increased production and improved methods, which should pay off in 1958.

Most areas of the country are continuing to expand and I feel that the national volume of drycleaning will equal or exceed that of 1957.

There will be, however, fewer cleaning establishments. Many late-comers, believing that a cleaning business is a shortcut to wealth, will drop from the scene. High rents, high labor costs and payments on expensive machinery will bring down the curtain for many.

Those with good business heads, adequate volume, sufficient capital and ability for hard work will enjoy a successful year.

WM. B. AUSTIN
Director, District 2:
New Jersey, Pennsylvania

'57 sales off in New England; better '58 prospects for good plants

Sales in 1957 in the drycleaning industry in the New England area were below in a majority of plants, and a few plants just maintained their dollar volume of the previous year.

In 1958 we will be faced with the same problem, but the plants that will merchandise, give good quality cleaning at a fair price, with very good service, will be able to push their sales volume ahead.

SAMUEL L. CORONIS
Director, District 1: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Advertise to overcome wash-wear; future prospects good in Florida area

I feel drycleaning volume will continue to grow in Florida industry-wise although additional competition may spread it thinner. Our drycleaning volume this year is slightly under last year; to be exact, 2.2 percent. Yet we have had more tourists this summer than last so I feel sure that the over-all business in the state has been better.

There is no doubt in my mind that wash-and-wear and the ladies wearing finer cottons have taken their toll of the drycleaning business. Therefore, I feel that we should not just sit back and let well enough be and complain about our situation. We should go ahead and advertise more extensively that we can handle these garments and how much better they look if handled

Continued on page 40

New 1958 Du Pont Guide Now Available . . .

Complete Synthetic Drycleaning Equipment Guide

This valuable reference provides you with complete equipment specifications and performance data in a single convenient form

WHAT IT IS: Du Pont's 1958 Synthetic Drycleaning Equipment Guide is a single-source reference booklet that illustrates all major makes of equipment now on the market, and lists the important specifications for

each make and model. It is the only such equipment guide available to drycleaners.

WHAT IT CONTAINS: First, it contains pictures of the 1958 models from each manufacturer. Next, this

new Du Pont guide lists the specifications for each model so that the various models can easily be compared for suitability. Finally, significant machinery and market trends for 1958 are discussed in a special forecast section of this useful booklet.

HOW YOU CAN USE IT: If you're planning an expansion or modernization, this new guide will help you compare at a glance the specifications of the major makes and models, including such important data as floor-space requirements, weights, over-all dimensions, load capacities, etc. It provides you with unbiased information that will save you time predetermining the synthetic drycleaning machines that most nearly meet your requirements.

ANOTHER DU PONT SERVICE, this equipment guide is published to provide helpful information to drycleaners. You'll find it complete in every respect. Ask your distributor of Du Pont "Perclene" perchlorethylene for your free copy, or simply mail us the coupon at right.

If you're going to the A.I.L. Show, stop in at the Du Pont Booths 815-816 and pick up your copy.

SOLVENT-RECOVERY TANKS

Manufacturer	Model	Capacity (Gals.)	Weight (Lbs.)	Dimensions (HxWxD)	Price (Est.)
General Engineering Corp.	Model 100	100	150	48" x 36" x 48"	\$1,200
General Engineering Corp.	Model 200	200	300	72" x 48" x 72"	\$2,400
General Engineering Corp.	Model 300	300	450	96" x 60" x 96"	\$3,600
General Engineering Corp.	Model 400	400	600	120" x 72" x 120"	\$4,800
General Engineering Corp.	Model 500	500	750	144" x 84" x 144"	\$6,000
General Engineering Corp.	Model 600	600	900	168" x 96" x 168"	\$7,200
General Engineering Corp.	Model 700	700	1,050	192" x 108" x 192"	\$8,400
General Engineering Corp.	Model 800	800	1,200	216" x 120" x 216"	\$9,600
General Engineering Corp.	Model 900	900	1,350	240" x 132" x 240"	\$10,800
General Engineering Corp.	Model 1000	1,000	1,500	264" x 144" x 264"	\$12,000
General Engineering Corp.	Model 1100	1,100	1,650	288" x 156" x 288"	\$13,200
General Engineering Corp.	Model 1200	1,200	1,800	312" x 168" x 312"	\$14,400
General Engineering Corp.	Model 1300	1,300	1,950	336" x 180" x 336"	\$15,600
General Engineering Corp.	Model 1400	1,400	2,100	360" x 192" x 360"	\$16,800
General Engineering Corp.	Model 1500	1,500	2,250	384" x 204" x 384"	\$18,000
General Engineering Corp.	Model 1600	1,600	2,400	408" x 216" x 408"	\$19,200
General Engineering Corp.	Model 1700	1,700	2,550	432" x 228" x 432"	\$20,400
General Engineering Corp.	Model 1800	1,800	2,700	456" x 240" x 456"	\$21,600
General Engineering Corp.	Model 1900	1,900	2,850	480" x 252" x 480"	\$22,800
General Engineering Corp.	Model 2000	2,000	3,000	504" x 264" x 504"	\$24,000
General Engineering Corp.	Model 2100	2,100	3,150	528" x 276" x 528"	\$25,200
General Engineering Corp.	Model 2200	2,200	3,300	552" x 288" x 552"	\$26,400
General Engineering Corp.	Model 2300	2,300	3,450	576" x 300" x 576"	\$27,600
General Engineering Corp.	Model 2400	2,400	3,600	600" x 312" x 600"	\$28,800
General Engineering Corp.	Model 2500	2,500	3,750	624" x 324" x 624"	\$30,000
General Engineering Corp.	Model 2600	2,600	3,900	648" x 336" x 648"	\$31,200
General Engineering Corp.	Model 2700	2,700	4,050	672" x 348" x 672"	\$32,400
General Engineering Corp.	Model 2800	2,800	4,200	696" x 360" x 696"	\$33,600
General Engineering Corp.	Model 2900	2,900	4,350	720" x 372" x 720"	\$34,800
General Engineering Corp.	Model 3000	3,000	4,500	744" x 384" x 744"	\$36,000
General Engineering Corp.	Model 3100	3,100	4,650	768" x 396" x 768"	\$37,200
General Engineering Corp.	Model 3200	3,200	4,800	792" x 408" x 792"	\$38,400
General Engineering Corp.	Model 3300	3,300	4,950	816" x 420" x 816"	\$39,600
General Engineering Corp.	Model 3400	3,400	5,100	840" x 432" x 840"	\$40,800
General Engineering Corp.	Model 3500	3,500	5,250	864" x 444" x 864"	\$42,000
General Engineering Corp.	Model 3600	3,600	5,400	888" x 456" x 888"	\$43,200
General Engineering Corp.	Model 3700	3,700	5,550	912" x 468" x 912"	\$44,400
General Engineering Corp.	Model 3800	3,800	5,700	936" x 480" x 936"	\$45,600
General Engineering Corp.	Model 3900	3,900	5,850	960" x 492" x 960"	\$46,800
General Engineering Corp.	Model 4000	4,000	6,000	984" x 504" x 984"	\$48,000
General Engineering Corp.	Model 4100	4,100	6,150	1008" x 516" x 1008"	\$49,200
General Engineering Corp.	Model 4200	4,200	6,300	1032" x 528" x 1032"	\$50,400
General Engineering Corp.	Model 4300	4,300	6,450	1056" x 540" x 1056"	\$51,600
General Engineering Corp.	Model 4400	4,400	6,600	1080" x 552" x 1080"	\$52,800
General Engineering Corp.	Model 4500	4,500	6,750	1104" x 564" x 1104"	\$54,000
General Engineering Corp.	Model 4600	4,600	6,900	1128" x 576" x 1128"	\$55,200
General Engineering Corp.	Model 4700	4,700	7,050	1152" x 588" x 1152"	\$56,400
General Engineering Corp.	Model 4800	4,800	7,200	1176" x 600" x 1176"	\$57,600
General Engineering Corp.	Model 4900	4,900	7,350	1200" x 612" x 1200"	\$58,800
General Engineering Corp.	Model 5000	5,000	7,500	1224" x 624" x 1224"	\$60,000
General Engineering Corp.	Model 5100	5,100	7,650	1248" x 636" x 1248"	\$61,200
General Engineering Corp.	Model 5200	5,200	7,800	1272" x 648" x 1272"	\$62,400
General Engineering Corp.	Model 5300	5,300	7,950	1296" x 660" x 1296"	\$63,600
General Engineering Corp.	Model 5400	5,400	8,100	1320" x 672" x 1320"	\$64,800
General Engineering Corp.	Model 5500	5,500	8,250	1344" x 684" x 1344"	\$66,000
General Engineering Corp.	Model 5600	5,600	8,400	1368" x 696" x 1368"	\$67,200
General Engineering Corp.	Model 5700	5,700	8,550	1392" x 708" x 1392"	\$68,400
General Engineering Corp.	Model 5800	5,800	8,700	1416" x 720" x 1416"	\$69,600
General Engineering Corp.	Model 5900	5,900	8,850	1440" x 732" x 1440"	\$70,800
General Engineering Corp.	Model 6000	6,000	9,000	1464" x 744" x 1464"	\$72,000
General Engineering Corp.	Model 6100	6,100	9,150	1488" x 756" x 1488"	\$73,200
General Engineering Corp.	Model 6200	6,200	9,300	1512" x 768" x 1512"	\$74,400
General Engineering Corp.	Model 6300	6,300	9,450	1536" x 780" x 1536"	\$75,600
General Engineering Corp.	Model 6400	6,400	9,600	1560" x 792" x 1560"	\$76,800
General Engineering Corp.	Model 6500	6,500	9,750	1584" x 804" x 1584"	\$78,000
General Engineering Corp.	Model 6600	6,600	9,900	1608" x 816" x 1608"	\$79,200
General Engineering Corp.	Model 6700	6,700	10,050	1632" x 828" x 1632"	\$80,400
General Engineering Corp.	Model 6800	6,800	10,200	1656" x 840" x 1656"	\$81,600
General Engineering Corp.	Model 6900	6,900	10,350	1680" x 852" x 1680"	\$82,800
General Engineering Corp.	Model 7000	7,000	10,500	1704" x 864" x 1704"	\$84,000
General Engineering Corp.	Model 7100	7,100	10,650	1728" x 876" x 1728"	\$85,200
General Engineering Corp.	Model 7200	7,200	10,800	1752" x 888" x 1752"	\$86,400
General Engineering Corp.	Model 7300	7,300	10,950	1776" x 900" x 1776"	\$87,600
General Engineering Corp.	Model 7400	7,400	11,100	1800" x 912" x 1800"	\$88,800
General Engineering Corp.	Model 7500	7,500	11,250	1824" x 924" x 1824"	\$90,000
General Engineering Corp.	Model 7600	7,600	11,400	1848" x 936" x 1848"	\$91,200
General Engineering Corp.	Model 7700	7,700	11,550	1872" x 948" x 1872"	\$92,400
General Engineering Corp.	Model 7800	7,800	11,700	1896" x 960" x 1896"	\$93,600
General Engineering Corp.	Model 7900	7,900	11,850	1920" x 972" x 1920"	\$94,800
General Engineering Corp.	Model 8000	8,000	12,000	1944" x 984" x 1944"	\$96,000
General Engineering Corp.	Model 8100	8,100	12,150	1968" x 996" x 1968"	\$97,200
General Engineering Corp.	Model 8200	8,200	12,300	1992" x 1008" x 1992"	\$98,400
General Engineering Corp.	Model 8300	8,300	12,450	2016" x 1020" x 2016"	\$99,600
General Engineering Corp.	Model 8400	8,400	12,600	2040" x 1032" x 2040"	\$100,800
General Engineering Corp.	Model 8500	8,500	12,750	2064" x 1044" x 2064"	\$102,000
General Engineering Corp.	Model 8600	8,600	12,900	2088" x 1056" x 2088"	\$103,200
General Engineering Corp.	Model 8700	8,700	13,050	2112" x 1068" x 2112"	\$104,400
General Engineering Corp.	Model 8800	8,800	13,200	2136" x 1080" x 2136"	\$105,600
General Engineering Corp.	Model 8900	8,900	13,350	2160" x 1092" x 2160"	\$106,800
General Engineering Corp.	Model 9000	9,000	13,500	2184" x 1104" x 2184"	\$108,000
General Engineering Corp.	Model 9100	9,100	13,650	2208" x 1116" x 2208"	\$109,200
General Engineering Corp.	Model 9200	9,200	13,800	2232" x 1128" x 2232"	\$110,400
General Engineering Corp.	Model 9300	9,300	13,950	2256" x 1140" x 2256"	\$111,600
General Engineering Corp.	Model 9400	9,400	14,100	2280" x 1152" x 2280"	\$112,800
General Engineering Corp.	Model 9500	9,500	14,250	2304" x 1164" x 2304"	\$114,000
General Engineering Corp.	Model 9600	9,600	14,400	2328" x 1176" x 2328"	\$115,200
General Engineering Corp.	Model 9700	9,700	14,550	2352" x 1188" x 2352"	\$116,400
General Engineering Corp.	Model 9800	9,800	14,700	2376" x 1200" x 2376"	\$117,600
General Engineering Corp.	Model 9900	9,900	14,850	2400" x 1212" x 2400"	\$118,800
General Engineering Corp.	Model 10000	10,000	15,000	2424" x 1224" x 2424"	\$120,000

Here is a section of Du Pont's 1956 Guide, illustrating the type of valuable information presented in this latest issue. Published every two years, the guide is made available as a Du Pont service to the drycleaners who have installed or are considering the high-quality synthetic cleaning process.

WANT TO INCREASE SALES? Be Sure You're Using These Effective Sales Builders



"PERCLENE" EMBLEM—Here's a good way to let your quality-conscious customers and prospects know that you're using the ultimate in drycleaning solvents, Du Pont "Perclene" perchlorethylene. The emblem's striking blue and silver colors are weatherproofed for durability. It's an eye catcher for window, counter top, cash register, mirror or door. It's even strong enough to use on the sides of your delivery trucks.



COLOR MOVIE—Entitled "Two-Hour Miracle," this popular film gives your customers a quick, behind-the-counter look at a modern drycleaning plant . . . explains all the little-known but important steps involved in modern drycleaning techniques. Arrange now for a showing at a service club, church or civic group. It will pay off in good public relations for you . . . and it'll help sales, too! Your "Perclene" distributor will gladly arrange for the movie, as well as the sales-building "Perclene" emblem. Just give him a call, or mention it the next time you order a fresh supply of "Perclene."

Issued in the interest of all drycleaners by the
Drycleaning Service Section, E. I. du Pont de
Nemours & Co. (Inc.), Wilmington 98, Delaware,
manufacturers of Du Pont **PERCLEN[®]**
perchloroethylene



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



Du Pont Booth at Diamond Jubilee A.I.L. Show to Feature Growth of Synthetic Drycleaning

Forecasters predict that today's drycleaning market of nearly \$2 billion annually will grow to over \$3 billion by 1965. Of this total market, synthetic drycleaning will exceed 60%!

Visitors to the Du Pont Booths at the American Institute of Laundering's 75th anniversary exhibit in Chicago will

see this steady growth of the drycleaning market graphically portrayed. In addition, the exhibit will illustrate some of the ways that Du Pont "Perclene" and technical service can help you save money and improve drycleaning quality.

So stop in at Booths 815-816 during the show, February 26 to March 2.

"Pete" Stetser, Wade Clanton, "Mike" Andrews, Charlie Burkemper, Bob McKeown and others will be on hand to answer any questions you may have. Don't forget to pick up your free copy of Du Pont's 1958 Synthetic Drycleaning Equipment Guide while you're there. It's a valuable booklet.

You Get More Than Just a Drum of Drycleaning Solvent When You Order Du Pont Perclene[®] Perchloroethylene

First, you get the most effective and efficient drycleaning solvent available.

"Perclene" will satisfy both you and your customers. You can clean up to 10,000 pounds per drum, and all clothes come out fresh and odorless, with a brand-new look... keeps customers coming back for more. Also, "Perclene" saves you money. It permits a short cleaning cycle, has greater stability for longer solvent life and allows lower insurance rates because it's completely nonflammable.

Second, you get Du Pont technical service added to the service provided by your distributor of "Perclene." Over 25 years of experience in synthetic drycleaning have provided Du Pont technical men with effective ways to help you get the most from your cleaning unit and increase your profits by cutting operating costs. Du Pont's new \$2 million laboratory (see photo), to be completed in April, is just one example

of the scope and quality of the technical facilities that Du Pont has available to help solve your drycleaning problems.

Finally, you get the further advantage of prompt, dependable delivery of "Perclene" perchloroethylene. As a member of your community, your reliable distributor is always glad to help you in

any way he can. Besides his many on-the-spot services, he can provide you with the latest in helpful literature, such as Du Pont's "Greenback Bonus" booklet, "Pointers for Drycleaners," etc. And he can help you promote your business by supplying you with the "Perclene" emblem, promotional movie, etc. (See coupon below.)



Du Pont's new \$2 million laboratory will contain full-scale synthetic-drycleaning equipment for conducting research in new, more efficient cleaning methods and for customer service applications.

PERCLEN[®]
PERCHLOROETHYLENE



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Del.

Please send me ☐ 1958 Synthetic Drycleaning Equipment Guide, ☐ the "Perclene" emblem, ☐ Reserve the movie "Two-Hour Miracle" for my use on one of these dates 1 _____, 2 _____, or 3 _____, My "Perclene" distributor is _____

Name _____

Address _____

City _____ Zone _____

State _____

Continued from page 37
by a cleaner, especially when they are steam-pressed.

With the projected growth for Florida for the next several years I have an idea that volume of all lines of business should continue to grow although I do feel we are in a leveling-off period at this time nationwide.

FRANK A. PRATHER
President, NID

Decline should end in spring; market survey can help drycleaners

For the first seven-month period [of 1957], business as a whole was on a general decline. However, after that period it seemed to level off and has continued to do so until the present date.

We feel this will continue until the spring of 1958, when there should be a rise in the national buying power.

It is also our opinion that management must put its house in order. Necessary adjustments should be made in supply stockpiles, labor costs and general fixed costs, but management must continue to advertise, merchandise and sell.

In regard to the importance of the NID, we feel that you should call the national trends to the attention of the reader. Market and labor surveys should be made and published for the coming year of 1958. With these facts and figures you will impart to your readership the importance of the NID to the drycleaning industry.

L. E. BANCROFT
Director, District 4: Michigan,
Ohio, Indiana

Closer management scrutiny needed to overcome wash-and-wear threat

The downward trend in sales being felt by cleaners throughout the country can be expected to continue in 1958. This condition is attributed to the advent of wash-n-wear, greater tendency toward casual dressing, and keener competition.

The costs of labor, materials and supplies are expected to continue to rise. This condition, coupled with the declining sales trend, will create a squeeze on profits, thereby obliging plantowners to first, develop and maintain more effective management; second, mechanize every possible operation in order to reduce labor cost, and third, carefully scrutinize every other cost involved in running their business.

The wash-n-wear trend presents a serious threat to our industry because of the convenience and low-cost maintenance of garments which it offers the consumer. The industry, together

with its national associations, should conduct intensive experiments and studies. This will enable us to develop efficient methods and processes, specialized equipment and marketing techniques required to successfully operate and compete in a wash-n-wear-minded market.

Through our concerted efforts in these directions, we should be in a position to offer the consumer professional wash-n-wear service at low cost and with continued emphasis on fast service.

JOE PARDI
Director, District 3: New York

Feels higher price resistance will result in poorer profits in 1958

In the opinion of most economists and businessmen, 1958 is not going to be as good as 1957. My personal feeling is that it will be harder to make a profit because of the resistance of customers to higher prices. This resistance is being felt in all lines of business. The net result is that I am pessimistic. I hope I am wrong.

WALTER R. DUNCAN
Past President, NID

Pessimistic on '58 outlook because of increased costs and wash-and-wear

My personal viewpoint on the future is not a good picture, thinking still only of 1958. Wages and supplies, costs, if you please, continue to rise and we simply cannot increase the price of cleaning to meet the additional costs. Consequently our profit is in a straightjacket—squeeze, squeeze.

Then we face the wash-n-wear garments recently to come on the market which reduce our volume.

My opinion is that the drycleaner in 1958 will not do as well as he did in 1957.

P. N. PLYLAR
Director, District 9: Alabama, Tennessee, Mississippi, Arkansas, Louisiana

Sees defense-caused inflation as impetus to increased cleaning demand

I cannot help but feel that Sputnik and its associated implications will have a very direct bearing on our economy. We may have to forego the manufacturing of some of our consumer goods to satisfy the increased demands of defense. Such a strain on industry is bound to cause an inflationary influence, and any inflation, however mild, will reflect in an increased demand for drycleaning services.

By using NID's cooperative advertising campaign, our industry will in-

crease its percentage take of the consumer dollar. Business will be there in 1958, and it will be good business if we just ask for it.

LESTER BROWN
Director, District 6: Minnesota,
Iowa, Missouri, North Dakota,
South Dakota, Nebraska, Kansas

Predicts topnotch year for drycleaners; watch costs and price realistically

On our industry outlook for 1958, my humble opinions are as follows:

1. The satellite race will continue at a terrific pace and the Federal government will increase its spending a lot for rockets and defense. This will help all industries, including ours.

2. NID will grow closer to its industry, especially to the smaller plants, in 1958.

3. The drycleaner who stays progressive and keeps close watch on his costs and depreciation and adjusts his price structure accordingly, regardless of his competition, will have a terrific year in 1958.

4. I feel 1958 will be one of the best years for the drycleaning industry.

BERNARD SPIVEY
Director, District 10: Oklahoma,
Texas, New Mexico, Arizona

Sees Oregon, Washington off in '58, with California maintaining '57 pace

It seems to me that so far as trends are concerned, it is much the same as the old gag about whose ox is being gored.

In my travels around the country I have found many different conditions so far as the economics of our industry are concerned, ranging from very good in some localities to quite poor in others. Therefore I think it best to confine any remarks or thoughts I may have on the subject to our own Pacific Northwest and perhaps the state of Oregon in particular.

Oregon has been called, and rightly so, the depression state of the nation, due to the decline in demand for the lumber products which comprise the principal portion of this state's economy. Our unemployment rolls are very high compared to anything during the postwar period. So high, in fact, that they threaten to upset our unemployment funds to the extent that it may be considered unsafe and force all employers off their merit ratings and onto a flat 2.7 unemployment tax before spring. I only mention this to point out in passing that that is probably one of the reasons why the drycleaners in this particular

IT'S HERE...

IT'S HERE...

IT'S HERE...

IT'S HERE...

**SEE
IT**

**A.I.
SHOW**

- **New in Size...**
- **New in Design...**
- **New in Efficiency...**

Now from Prosperity comes an entirely new dry cleaning machine to give you the best combination of quality, capacity, and efficient use of floor space — the Prosperity 55!

The NEW PROSPERITY 55 is the most practical for on-the-premise cleaning... generous 55 lb. load capacity... open-pocket cylinder... reversing action... end door loading and unloading... single or two bath... fully automatic, plus new and startling features.

Send for advance information.

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20 booths (No. 377 to 386, 427 to 436) of completely new equipment at the A.I.L. Show in Chicago, February 26-March 2

February, 1958

area are complaining so consistently from one end of the state to the other about volume being down.

So far as 1958 is concerned, I can't see much of an upswing in business trends for this part of the nation.

Over the balance of my district, Washington seems to be complaining, but not faring as badly as Oregon, in my opinion. California, on the other hand, is doing well. That is, of course, because Washington has a larger variety of economy within the state, while California is greatly diversified and practically unaffected by the same economic conditions that bother Oregon to a large extent and Washington to a smaller one.

My opinion, then, would be that Oregon and Washington in 1958 will experience approximately the same volume or perhaps a little more decline than they had in 1957 and that California will in all probability continue on about the same ratio as they have during 1957.

JACK STACEY

Director, District 2: Washington,
Oregon, California

**Foresees highly competitive year;
expects more advertising,
better quality**

I do not consider myself a "seer" who can look into the future, but I do feel that as an industry we are in for a highly competitive period. I do not look for too much price cutting but plenty of advertising and a much better quality to back up advertising claims.

RAY E. SHOWELL

Director, District 11: Montana,
Idaho, Wyoming, Nevada,
Colorado, Utah

**'58 to separate "men from the boys";
advises close scrutiny of costs**

Successful drycleaning plant owners in 1958 will definitely have to

dig still deeper and deeper for lower unit costs. Competition will be keener as we all continue the scramble for our part of the drycleaning dollar and the price trend will be downward rather than upward. Couple this with a few slightly rising operational costs and 1958, in my opinion, will bring a further separation between the men and the boys.

Poundage volume in 1958 should be about the same as or possibly higher than in 1957, so the plant that realizes a reasonable profit in 1958 must more carefully scrutinize every cost item. At the same time it must endeavor to give the customer a better quality and faster service.

W. A. BOONE

Director, District 7: Delaware,
Maryland, District of Columbia,
Virginia, West Virginia, Kentucky

To sum it up, it appears that the directors look for a year in which "the men get separated from the boys." For those plants that concentrate on quality at a fair price, and advertise, prospects are bright. Those that do not will not fare well.

It is interesting to see the concern generally expressed over wash-n-wear. It is our contention that if you can't beat them, join them. While such garments are being merchandised aggressively, even the ads state that some touch-up is required. Cleaners can provide the professional finishing needed, plus convenience to the housewife of taking the washing chore out of her hands. Our editorial in this issue explores that subject.

It is our opinion that the industry as a whole will show about a 3 percent increase in volume over 1957. This will come from increased tonnage rather than higher prices, which appear to be fairly static at this time. Total volume will be in the neighborhood of \$2 billion. The labor market will not change much from 1957.

The general economy will determine how accurate this prediction will be. Recent events, such as the state of the President's health, Sputnik, and unrest in the Far East have had depressing effects.

On the other hand, the lowering of rediscount rates by the Federal Reserve Bank has tended to make money easier to borrow. Industrial and residential construction should remain high, as will defense spending. The Federal highway program should get into high gear this year and will have a bolstering effect.

The automotive industry expects to do as well this coming year as it did in 1957. The farm picture looks brighter, too, thanks to what seems to be a break in the drought in the Southwest. Federal aid will also help the farmers get a better price for their crops, as well as providing some measure of control against over-production.

While the industry will *average* a 3 percent increase, this and higher figures will come to a select group of plants. The others will show little or no growth, lowering the average.

Drycleaners will do well to take a cue from the automotive people. In a tightening economy they advertise all the more aggressively. Presently the cleaners spend about 2 percent on merchandising. Those who devote 5 percent, or more, to advertising will show the biggest growth. That is, if they back up their claims with quality work and good service.

One of the most significant contributions ever made to the industry came from the NID during the past year. We refer to the motivational research project carried on by Dr. Dichter of the Institute for Motivational Research. The principles of sound business practices reported deserve a second and third look by all plant-owners. Properly applied, they can mean the difference between a mediocre or a highly successful year.

With half of the equipment in use today rated as obsolete, machinery sales look bright for 1958. The replacement market is good, and then the expansion into shopping centers adds further weight to this opinion.

We recently concluded a survey of a portion of our reader list. Of these, 534 plants responded to the questionnaire, and over 51 percent reported they had bought new equipment. We asked for information on the major items only. These included synthetic machines, petroleum washer-extractors, filters, stills and presses. This comparatively small sampling reported purchases in excess of \$1¼ million, a very healthy condition.

All in all, things look great in '58 for the forward-looking plantowner. ##



HOW CAN YOU
MAKE MORE MONEY?



IF YOU WANT TO PROSPER USE THE PROSPERITY® WAY.....

Sure, Mr. Dry Cleaner, you're entitled to your day dreams of greater security in life; the luxury of a high-powered car; the guarantee of a college education for the kids; a comfortable home — and eventually, happy retirement.

Prosperity can give you all these things. The plan works by itself, because you have already started. As a dry cleaner, you're in on the ground floor for soaring profits. Customers walk in and out of your establishment every day, keeping money in their pockets that you could put into your cash register . . . if you combined your dry cleaning service with shirt finishing.

These customers prefer a one-stop purchase . . . don't let them get away. Perhaps you are farming out the small amount of casual shirt business you get now, but that's only piggy-bank finance.

Let Prosperity put you into the shirt finishing business right now. You can pay for the equipment in a short time . . . and the rest is pure gravy . . . substantial extra income that will bring you the things you want.

And, as a turn-about, shirt finishing process in your premises will increase your dry cleaning profits.

Let us talk it over. Write, wire or phone us:

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The PROSPERITY®
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRIES,
SYNTHETIC CLEANSING PLANTS and GARMENT MANUFACTURERS
Company

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• 20 booths — 377 to 386, 427 to 436 — of completely new Prosperity equipment at the A.I.L. Show in Chicago, Feb. 26 to Mar. 2.
February, 1958



Two trees frame the pioneer drycleaning drive-in located in Bayside, New York City

Ten Square Miles of Potential Customers

By RICHARD VINOCUR

DRIVE-IN PLANTS are a rarity in the metropolitan New York area. So the building of Early Bird Cleaners located in Bayside in the Borough of Queens marked a big first for owner John Samuels. This plant boasts the only drive-in operation in Bayside's approximate 10-square-mile area.

Of course, some New York City suburbs may boast many drive-ins. But in the crowded and bustling sections of the metropolitan business areas many prospective plantowners hesitate to erect such plants because of the lack of building space, high costs and belief that a poor market exists for this type of operation.

Thus, Mr. Samuels, who had always thought of a drive-in as a perfect drycleaning operation, had to delve deeply into the possibilities of building such a plant. He investigated several locations in the Borough of Queens and came upon two sites he felt would make for successful drive-ins.

One location in Astoria did not encompass quite a large enough area

Continued on page 78



Shirt unit gives window activity; has been turning out 2,500 shirts a week



... in your white shirt formula

Pennsalt Laundry Products Speed Operations...Cut Costs

Look at these time and money savers...

SPARKETTE®—Modern break compound removes ground-in soil on shirt collars and cuffs.

PENSUDS®—Synthetic detergent for just the right kind of suds.

DRI-CLOR®—Dry chlorine bleach eliminates costly, troublesome preparation and testing of bleach solutions.

ERUSTO-RAY® C—Complete sour, combines your blue and sour operation into a single step.

Put this Pennsalt quartet on test in your white shirt formula. You'll save time and money . . . and get dazzling white work every time. Ask your Pennsalt distributor for details.

For your dry cleaning work count on Pennsalt products such as Erusticator® rust remover . . . Power-Pak* detergent . . . Penn-Size* sizing agent . . . Penprim® fabric conditioner.

*Trademark of Pennsalt Chemicals

There is a Pennsalt product for every operation where supplies are added to the wheel

**BREAK
SUDS**

**SPARKETTE
PENSUDS**

BLEACH

DRI-CLOR

RINSES

SOUR-BLUE

ERUSTO-RAY C

Laundry and Dry Cleaning Dept. 564
PENNSALT CHEMICALS CORPORATION
Three Penn Center, Philadelphia 2, Pa.

**Pennsalt
Chemicals**
ESTABLISHED 1850

"This MANITOWOC 2-bath Perchlor is superior to any machine we've worked with"

Says MR. JACK DAVIS, Owner, JA-MIL Cleaners, Birmingham, Ala.

"OUR dry cleaning business is being built on the quality output of our Manitowoc 2-bath Perchlor system," says Mr. Jack Davis. "It has dramatically demonstrated its superiority over any machine we've had experience with!"

Here, in his own words, are some of the reasons Mr. Davis has found complete satisfaction with his Manitowoc unit. "Our Manitowoc completes a cleaning cycle in 22 minutes (including tumbling) with consistent quality, maintains true color values of rich-toned garments and has an extremely low re-run average. The machine is well-engineered and compact . . . occupies only 32 square feet of floor space. Operation is entirely automatic and can be handled by any of our personnel

. . . there are no complicated electrical circuits, confusing dials or switches. The efficient Manitowoc-Olson tubular filters have an excellent recovery rate and cut maintenance time. We get more gentle garment handling — less button and snap replacement — with the twin-pocket feature of the washer-extractor. We can clean fragile materials like leather and suede almost as well as the specialists and at half the price."

Serving about 1,000 customers weekly, JA MIL Cleaners is growing daily with an unbeatable combination of quality output and personal service. "The 105 lb. per hour capacity of our Manitowoc," says Mr. Davis, "provides ample reserve and will eliminate any future 'production' problems."



"94% solvent recovery . . . best in the city!"

Mr. Davis estimates that savings on solvent alone will almost pay for the complete Manitowoc installation in a six year period! Excellent recovery like this is due to extremely efficient tubular filters and "no-surge-over" still, plus the high recovery rate of Manitowoc super-speed tumblers.

MANITOWOC FINISHING EQUIPMENT

Low-cost · complete line!

New job-proved spotting and finishing equipment can be installed in your plant at little cost — give you the highest quality work. Select from a full line, including Spotting Boards; Spotting Guns; Finishing Boards; Puff Sets; Fabric Head Topper; Triple Fabric Head Finisher; Automatic Form Finisher; Utility Dry Cleaning Press; and Mushroom Dry Cleaning Press.



UTILITY PRESS



Mr. and Mrs. Jack Davis of JA-MIL Cleaners keep their quality standards high with Manitowoc.

"75% faster than petroleum . . . requires 300% less labor"

"Petroleum units also require a 45% higher insurance rate, higher paid personnel to handle the machinery and cost twice as much for the installation," Davis noted.

"50% less spotting than other machines!"

The Manitowoc 2-bath Perchlor requires less than half the spotting time than any other unit Mr. Davis has worked with — synthetic or petroleum — and produces a completely odorless garment.

"Diverti-Flo means less soap cost and rinse contamination"

Manitowoc's exclusive solvent control process positively prevents intermix of soap and rinse solvents at any time during the cycle. Garments come out with their original color and brightness.

"Buying Manitowoc was our wisest choice . . . proven by the record!"

Put a low cost Manitowoc unit in your plant and enjoy the business-building benefits Mr. Davis has discovered. Call your Manitowoc jobber today or send the coupon for quick information.

Manitowoc
A Complete Line of
DRY CLEANING and
FINISHING SYSTEMS



Perchlor
140°F-105°F

Get full details NOW!

Manitowoc Engineering Corp., Dept. MRS-2
Manitowoc, Wis.

More information wanted on the following!

- ☐ Perchlor Dry Cleaning Systems
- ☐ Petroleum Dry Cleaning Systems
- ☐ Tumblers ☐ Stills ☐ Filters
- ☐ Spotting and Finishing Equipment

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

DC-1



This equipment is company-owned, not common in Australia. Salesmen are salaried, carefully selected, trained to deal with top-bracket clientele

Fresh Thinking Revitalizes Overseas Plant

Industry newcomer successfully uses ideas from another field

By ART SCHUELKE

SOME EIGHT YEARS AGO, Stan Godden knew practically nothing about drycleaning. Nothing, that is, except that it was important to good grooming. His business at that time was the aviation field. But he had some extra capital on hand, and with two other men bought the Maurice Valet Service plant, an old-time firm at Double Bay, New South Wales, Australia. Within a period of several months it was obvious to Stan that his investment was about to go down the drain unless he took some drastic

steps. He knew that the firm had a wonderful potential, and that faith moved him to sell his aviation interests to buy out his drycleaning partners.

Thanks to his own business acumen, plus tremendous help from his wife, the firm is now a profitable operation. Basically what Stan did was to incorporate the years of business experience he had acquired in a different field and put it to work in our industry. He concentrated on two factors—sound merchandising and improved production.

Maurice Valet was typical of many Australian plants in that distribution was done mainly through agencies and bobtail routes. Stan immediately developed his own route operation with company-owned trucks and salaried employees. He studied his market and realized that the greatest potential for volume lay in his own backyard.

The community of Double Bay is made up mainly of upper-income families of the Sydney area. Therefore he concentrated his routes in the im-

In spite of his relatively short time in the industry, Stan Godden is looked upon as a leader by the other cleaners in the area. For example, he has been president of the New South Wales state association of drycleaners for the past three years. He is a featured speaker on the national conventions in Australia and has written articles for that country's drycleaning business paper.

During his tenure as president he has helped to establish a trade school for the industry at the East Sydney Technical Training School. At present it offers a two-year course in drycleaning and spotting. The classes take eight hours a week. There are plans afoot to add a finishing course in the future.



Route salesmen have limited plant storage space. Because no route is longer than three miles, men are able to make several pickups daily for quick customer service

the coat stayed home—

**... the trousers were "cleaned"
in *DIRTY* solvent!**



Maybe it's happened to you. A customer sends just the trousers of a suit for cleaning. And when they come back, they look dingy compared to the coat that *wasn't* cleaned!

A customer has a right to complain when this happens—and he usually does. The reason it happens is simple. You're trying to clean with dirty solvent. In just one day's cleaning, bleeding dyes can build up to dangerous levels.

The cure is simple, too. Use DARCO® activated car-

bon to keep your solvent always clean. Daily use of DARCO DC, in the amount recommended for your system on the DARCO Dosage Chart, will remove bleeding dyes, fatty acids and odors *before* they get a chance to accumulate. And the DARCO treatment costs so little . . . just a fraction of a cent per garment.

DARCO DC steals less soap and solvent than other powders. It comes in easy-to-use 2-pound bags. Order today from your distributor!



TRY THE DARCO WHITENESS TEST

Run half of a clean piece of white cotton or rayon through your washer. Dry it, press and compare with the half you haven't cleaned. If the "cleaned" piece looks gray, your solvent is dirty.

Write for your copy of the new DARCO Drycleaning Manual with the tear-out "How-to-Use-it" chart.



**CHEMICALS
DIVISION**

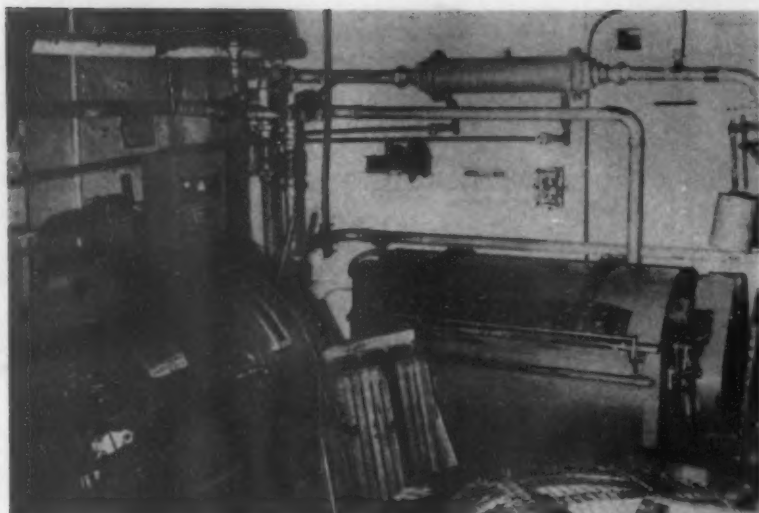
ATLAS

POWDER COMPANY

WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.

Bramford, Ontario, Canada



While the cleaning quarters are limited, the equipment is well placed and has all the latest control devices

mediate area. None of his seven route salesmen travels more than three miles from the plant. In addition, the three plant-owned stores are in the same area.

While the firm still retains about 15 small agencies, these represent a very small portion of the revenue. As the plant carries on expansion, these agencies are superseded by company-owned outlets. This gives the management complete control over distribution.

Ad budget generous

Sam Godden also carries out another sound policy. He devotes 3½ percent of gross revenue to advertising, as opposed to the national average of less than one percent for the industry in that country.

A good part of this budget goes into direct mail and posters. Newspapers

are also used. At the present time television is comparatively new in the area, with about 40,000 sets in use under license. As this market grows, no doubt the firm will use TV, too.

On the matter of production, this important part of the business hasn't been overlooked. The operation does not lend itself to efficient layout. The plant is but 17 feet wide, about 80 feet deep, and occupies two stories. It is practically impossible to find another site in this rich area, so the plant must make do with what it has.

While the quarters are cramped, the cleaning room is well equipped. Solvent coolers, moisture control and tumbler controls are used. The cleaning equipment is arranged for a minimum amount of handling.

To speed workflow, one of the first things the new owner did was to install the charged system. This was one of the first plants in the country

to make use of two-gun prespotting and respotting. Stan Godden also installed modern steam spotting boards, something some of the larger plants in Australia still don't use.

While the finishing units are lined up against one wall, this is almost necessary because of limited space. However, there is a slickrail to carry the work away from the seven presses. The silk units are on the second level, where four girls handle this work.

Stan Godden made a trip to this country early in 1957 to visit American plants and to attend the national convention in Atlantic City. He took back with him a wealth of ideas that he immediately put into practice.

For example, he was one of the first in his country to subscribe to the swatch test service offered by the National Institute of Drycleaning. He has the temperature-reducing press plate for his wool finishing presses. The silk unit is equipped with thumb-controlled steam irons, and steam-air finishing equipment is also used.

Hangers and bags are not common in Australia because of the very high cost of these items. However, Maurice Valet charges more than the average since it deals with the more prosperous class of people. Its prices are high enough to enable it to do a good packing job.

The firm uses both paper and polyethylene. The latter is featured on its sweaters, which are carded. The plant also has a de luxe service.

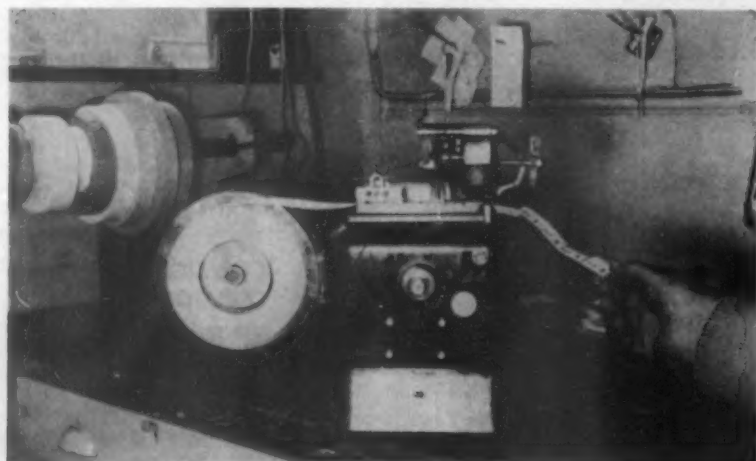
Handicaps overcome

A review of this account would indicate nothing spectacular so far as equipment and methods are concerned. But most of the items mentioned can be obtained only with great difficulty in Australia, while all an American plantowner has to do is pick up the telephone and get prompt service.

Plantowners there must apply for dollars and go through a great deal of red tape. Then, after that has been accomplished, they order from the States, only to wait months for delivery. It is almost easier to do without in some cases.

When we reflect on how this firm adapted sound business practices from another field to fit our industry, how it has striven against great odds to keep abreast of the latest techniques, it is a wonder that every single American plant hasn't taken advantage of similar techniques and equipment.

Quality work at an adequate price, knowing the market and spending some money on advertising are other vital reasons for the success of the plant and its continued growth. # #



Marking machine made for clothing stores has been converted for plant use on lot system



NEW HURON INSTANT STARCH GIVES WHEAT-QUALITY RESULTS WITHOUT COOKING

From *Huron Milling*, makers of *Velvet Rainbow*®, the standard of excellence in wheat starch, comes a revolutionary new starch. Extensive testing in the field, backed up by years of research, has produced a new instant starch that requires no cooking yet imparts a top-quality professional finish to starchwork.

Huron Instant Starch added during the last rinse, sour, or bluing operation produces work

that irons easily to a cooked-starch quality finish. Ask your laundry distributor for a trial drum of H.I.S.* and see how this new starch can save you time and money. Packed in 100-lb. and 225-lb. drums. Complete directions for use are included in every drum.

*Hercules Trademark



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332 SOUTH MICHIGAN AVENUE, CHICAGO 4, ILLINOIS
120 MONTGOMERY STREET, SAN FRANCISCO 4, CALIFORNIA

ONLY HURON OFFERS BOTH



HURON INSTANT STARCH . . . the only instant that gives you wheat-quality starching with every load.



VELVET RAINBOW STARCH . . . guaranteed 50% velvet wheat—famous for quality for over 35 years. VH057-3



There's plenty of room for expansion in spacious 1280-square-foot addition

When a Shirt Department Pays

This drycleaner built an addition for his . . . but first asked himself these questions:

- ▶ *Does the potential warrant the investment?*
- ▶ *Can a boiler be easily set up?*
- ▶ *Is there space for the installation?*
- ▶ *Will it boost drycleaning volume?*
- ▶ *Will it increase profits?*

By **RICHARD VINOCUR**

HOW MANY drycleaners would go to the expense of building an addition onto their main plant just to house a shirt department? Deciding to install a shirt unit in the main plant is a big enough problem for most drycleaners.

In the case of Progressive Cleaners, Falls Church, Virginia, the answer to each of the above questions was "yes." But along with the major questions was another one. Does the management have enough information on

laundering shirts? Can the plant handle the problems of dirty buttons, uneven bluing or starch blisters?

Progressive's management realized that installing a shirt unit was not a spur-of-the-moment decision. A recent survey helped owner Joe Fuschini make up his mind. The survey, conducted by manufacturers of shirt finishing machinery, found that 63 percent of the persons questioned said their shirts were done at home, but

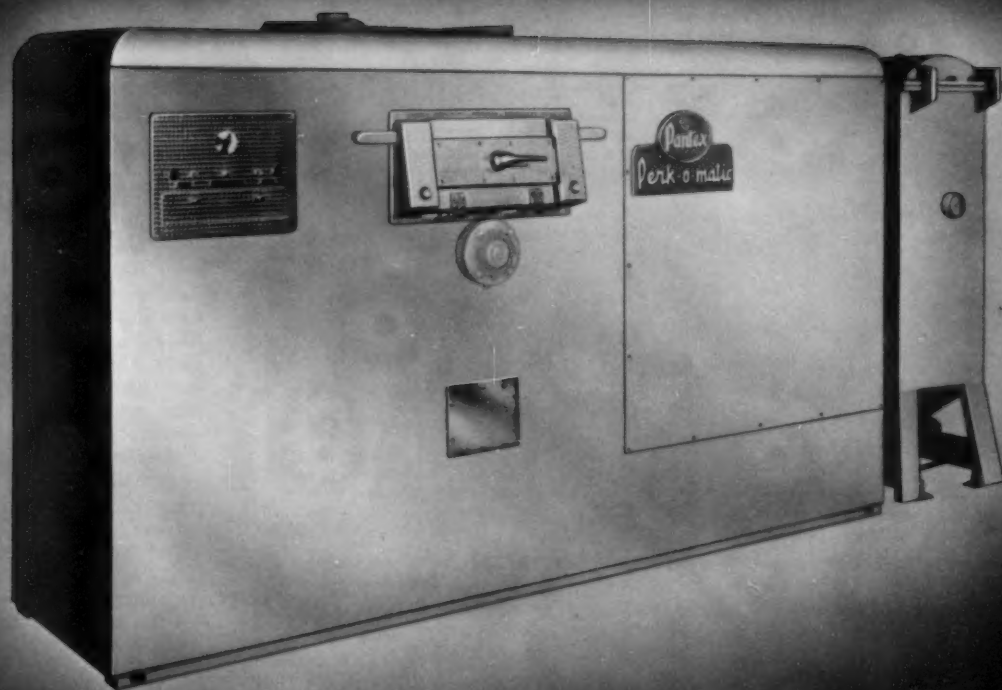
94 percent said they would accept machine-finished shirts.

Realizing the potential market that could be tapped and taking all other factors into consideration, the plant decided to take the big step. Because so many customers formerly had asked for one-step service, the plant had been farming out shirts and had been quite dissatisfied with both the service and poor quality they were receiving.

Mr. Fuschini wanted to have the facilities to build his shirt service and at the same time boost drycleaning sales. With manager Ed Glover he made the rounds of all the shirt finishing equipment manufacturers, talked over the prospects of installing a unit and sought advice. Among authorities they contacted were the National Institute of Drycleaning and the American Institute of Laundering.

Since the main plant did not have ample room for the shirt unit, the two men had also to confer with builders

You can pay more
but *you can't buy better*



than a **Pantex** PERK-O-MATIC

HERE'S WHY: Owners have proved that Pantex deep-drop design, direct drive, spray and immersion clean and rinse action—and a long list of other features *ALL do more* to put *more money* in *your pocket*! Ask your Pantex representative for the profit proof, for your plant, *now!*



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PANTEX MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

Joe Fuschini, Owner of Progressive Cleaners,
Wishes to Announce the Installation
of the

Most Modern Shirt Laundering Equipment

HE IS OFFERING:

- 3 Hour Shirt Service at the Plant
- 8 Hour Shirt Service at Branch Stores
- 3 Day Pick-up and Delivery Service
- All Shirts Wrapped in INDIVIDUAL Cellophane Bag To Keep Them FRESH until Used

JOE SAYS: "Please try my shirt service and if you do not like the way they are laundered I will gladly refund your money. Thanks."



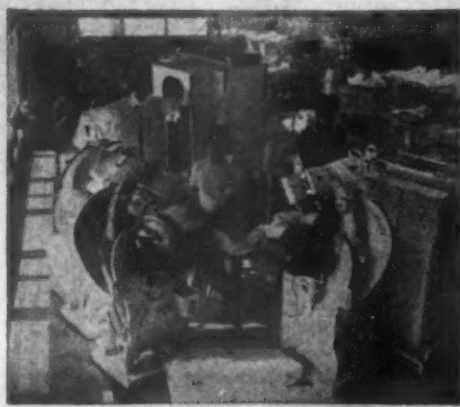
Telephone

Jackson 7-3222



MAIN OFFICE & PLANT
CLARENDON BRANCH
FALLS CHURCH, VA.

4001 Lee Highway
2727 Wilson Blvd.
1105 W. Broad St.



A VIEW OF OUR MODERN SHIRT LAUNDRY

Once a week for six weeks before opening 14-column-inch ads ran in local papers

to discuss the prospect of adding on to the main plant or building a separate structure.

Progressive did have additional property adjacent to the plant which was being used as a parking lot. Mr. Fuschini did not want the addition so large as to take up all of his parking area. At the same time he didn't want it so small as to hinder future growth of the department.

Insurance held down

Insurance rates also had to be taken into consideration. To have a connecting entrance from the addition to the plant would have increased insurance rates for both buildings. Thus, it was decided to build an addition with no connection to the main plant. Final details were discussed and the go-ahead sign was given. The size of the building was determined at 40 feet by 32 feet.

The final cost of the building and equipment came to \$31,000. Included in the equipment were a two-girl cabinet shirt unit, two 25-pound washers,

marking equipment, bins, trucks and storage shelves.

Of course there were some problems in getting adjusted. The boiler placed in one corner of the addition created so much noise that an enclosure had to be built around it to shut off some of the clatter. This made the area harder to clean and used up some of the valuable floor space. The addition was also very warm during the summer months and two large exhaust fans had to be placed in the windows to draw out the warm air.

Promotion campaign

But things got under way; in January the addition was completed and the plant began its promotional campaign to launch the new shirt department. Ads were run in the local papers once a week for six weeks before the opening. The ads spoke of the new services that Progressive's "most modern shirt laundering equipment" could provide. "Three-hour shirt service at the plant, eight-hour shirt service at branch stores, three-day pickup-

and-delivery service and individual cellophane bags" helped sell the new department.

Contests were planned among employees to encourage them to sell the new and better service. Call-office salesgirls were given 5 cents a shirt over their set quotas. Route salesmen received an additional 6 cents a shirt over their quotas. There were two contests, each run over a three-week period. The contests were a success, with the average employee receiving \$4 a week over the regular amount. The first contest paid out \$125 for about 850 shirts over the quota each week of the contest and the second paid out \$170 for an additional weekly shirt volume of 1,100.

Shirts keep coming

The plant had previously been farming out about 1,450 shirts a week. The first week that the new department was in operation, the plant did 1,900 shirts and the second week netted 2,200 shirts. Each week a gradual increase was seen and after the contests the rise became more apparent. After several months the plant had more than doubled its shirt volume, averaging about 3,500 shirts per week. Peak week thus far has been 3,900 shirts.

Another happy result of the installation of the shirt unit was a rise of 15 percent in the plant's drycleaning volume.

As part of the promotional campaign which was run, Mr. Fuschini guaranteed a refund to customers who did not like the way the shirts were laundered. Not one customer complained.

Room to grow

The addition to the main plant is set up so that there is plenty of room for expansion. The room has plenty of storage space and when the need arises for another shirt unit and several more washers, there will be no problem. The plant employs four persons in the new department. There are two girls on the shirt unit, one girl who does marking and packaging, and one man who handles the washing and helps out with the packaging.

With the capacity of the present setup, about 4,500 shirts can be produced. But Progressive expects to enlarge its facilities to eventually turn out 8,000 shirts a week.

Although the department is less than a year old, things are looking up for Progressive in a venture that only a "Progressive" drycleaner would undertake. # #

NATIONAL CLEANER & DYER

**DEODORIZED
APCO 125 CAN
EVEN RELEASE
NEEDED PLANT
SPACE!**

A leading Fort Worth cleaner (name on request) reports: "Your Depolarized Apco 125 released tumbler space that allowed me to increase the volume of my bachelor laundry service." If cutting tumbling time in half interests you, see your APCO solvent man!



PRODUCERS • REFINERS

ANDERSON-PRICHARD *Oil Corporation*

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES



Banquet took place in huge new Pendleton National Guard Armory

Oregonians Hold Wild And Wooly Show

AN IMPOSING LIST of nationally known speakers, topped by NID President Frank Prather, was featured at the Oregon State Drycleaners Association's eleventh annual convention in Pendleton, Oregon, November 1-3. A near-record turnout of association members and allied tradesmen, local cowboys and real Indians began a systematic campaign to take the town apart board by board.

Speakers heard during the three-day affair included: George M. Shepherd, executive secretary, California Drycleaners Association, Inc.; Harold "Dusty" Rhodes, New York Life Insurance Co.; Dr. J. C. Alexander, director of research, Adco Inc.; John Ireland, industry relations, Caled Products Co. Inc.; Dr. Dorothy Lyle, director of consumer relations, National Institute of Drycleaning; Victor Oakley, Sta-Nu Corporation; Al Graham, R. R. Street & Co. Inc.; Rev. James Fogarty, Portland University; Frank Prather, president of NID, and Lou Bellew, West Coast editor, NATIONAL CLEANER & DYER.

One of the highlights of the convention was the "cracker-barrel" session with Secretary Saunders presiding and Al Graham of R. R. Street & Co. acting as moderator. This was the occasion for the audience to split up into groups, each under the leadership of a table chairman who recorded his group's various reactions to about a dozen questions dealing with current drycleaning plant problems. At the end of the session Al Graham wrapped up the whole proceeding with a most comprehensive resume of all the answers, which showed that collective

thinking can result in a great many approaches to any problem.

Following the cracker-barrel session occurred a typical "Oregon incident." Amid the hubbub of roaring six-guns in the meeting hall, a Chamber of Commerce group known as the Main Street Cowboys, in full Western regalia, arrested President Prather for permitting a meeting to run past 4:30 p.m., and were about to string him up without further ado. Calmer heads prevailed at the crucial moment and Frank was permitted a trial, with the audience acting as a jury. By popular demand, Al Graham acted as judge. Jack Stacey, NID director for this district, was appointed defense counsel, while yours truly was appointed prosecutor.

In spite of the fact it was proved that Frank Prather had fallen in love with the neighboring town of Walla Walla, and at the time was going under the name of "Walla Walla Frank Frank Prather Prather," the jury wanted more proof of guilt. The clincher was the fact that he had been thrown off the plane at Pendleton for suggesting to the hostess they should become great friends inasmuch as they were vibrating in the same plane. However, the jury was stubborn.

Such is Western justice that President Prather wound up with a complete Western outfit consisting of a pair of levis, a beautiful Pendleton shirt and a cowboy hat . . . minus, of course, any dignity he might have possessed when he arrived in Pendleton. What a day!

Officers and directors for 1958 are: retiring president, Roscoe C. Lee,

Prest-O-Cleaners, Milton-Freewater; president, Ed Isensee, Cascade Laundry & Cleaners, Klamath Falls; vice-presidents, Clarence Honn, Honn's New Method Cleaners, Roseburg, and, Frank Wonsler, City Cleaners & Dyers, Bend; secretary-treasurer, Merle Saunders, Saunders Superior Cleaners, Eugene; sergeant-at-arms, Lee Fullington, B & F Model Cleaners, Portland.

Directors are: Vernon Lawrence, Portland Laundry & Drycleaners, Portland; Dick Carver, Majestic Cleaners, Portland; Irvin Badtke, Bell-Paris Cleaners, Portland; Don Parsons, Don Parsons Cleaners, Tillamook; Hal Bangs, Eugene Laundry & Drycleaners, Eugene; Roscoe Lee; Charles Sweistris, Foreman Cleaners & Dyers, Salem; Dick Hoppes, Hoppes Laundry & Cleaners, Prineville; D. L. Gressett, Drive-In Cleaners, Medford; Wally Wallace, Sherman Avenue Cleaners, North Bend.

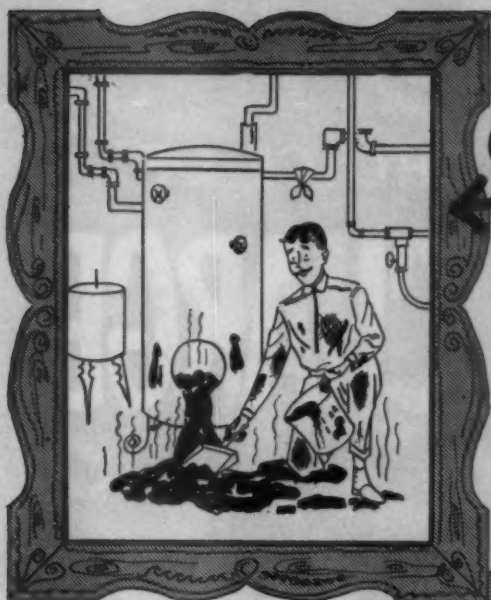
The 224 delegates, a considerable number more than had been anticipated, made this one of the most successful conventions ever held in Pendleton. It was a honey!—Lou Bellew

Hoosiers Look At Office Automation

KEYNOTED on the theme "How To Hit Pay Dirt in '58," the annual convention of the Indiana Drycleaning and Laundry Institute attracted about 200 members to Indianapolis on November 8-10.

Faster methods of processing garments through the call office were emphasized during a panel discussion on Saturday. Harold LeRoy, manager, cleaning department, National Institute of Drycleaning, showed slides illustrating new developments in call-office automation. These included self-service conveyors and magnetic filing cabinets. George Isaacson, director of service departments, American Institute of Laundering, stressed the need for keeping accurate production records. George Collins, Addressograph Corp., discussed accounting systems that speed customer service on the routes and in a cash-and-carry plant. Robert Fox, National Cash Register Corp., showed automatic equipment that simplifies payroll, invoicing and route control procedures, and Lloyd Byrnes, B & G Machinery Co., predicted the development of more com-

Continued on page 60



GONE FOREVER!

Thanks to **VIC'S** *New* **AUTOMATIC**

Trans-O-Muck

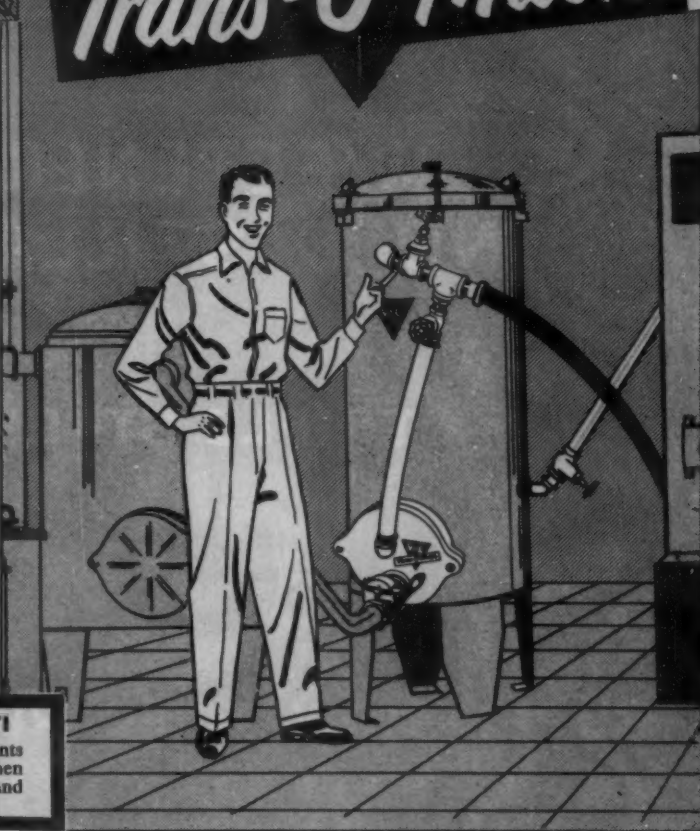
GONE FOREVER—the job you always dreaded—cleaning out the filter by hand—scooping up the disgusting MUCK with shovel and bucket!

QUICK AND EASY—and sanitary, too—is the way Vic's new, automatic TRANS-O-MUCK propels muck directly from filter to cooker. *You never, never need to open the filter or touch the muck!**

ENJOY YOUR JOB MORE with Vic's automatic TRANS-O-MUCK. It's another in the proud line of Vic achievements designed to make your life easier and your business more profitable. Just a few minutes to install—a lifetime to enjoy!

TRY THE WHITE PANTS TEST!

*You can wear spotless white duck pants while using TRANS-O-MUCK and when you're finished they'll be as clean and white as when you began!



dedicated to helping
your business grow

There's more information on VIC's TRANS-O-MUCK
waiting for you . . . Write Dept. NF-307

MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

SALES AND SERVICE IN ALL PRINCIPAL CITIES

AGAIN ADCO IS FIRST

GIVING YOU YOUR CHOICE OF

1%-2%-3%-4% CHARGE

WITH

NO RINSE!!

**NO SWEETENER POWDERS,
NO DISTILLATION!**

Adco's New Miracle Method

***** TRIPLE STRENGTH *****

"BLACK MAGIC"

SUPER ACTIVATED CARBON TEAMED WITH

**XXX DRI-SHEEN DOUBLE
STRENGTH**

NOW any cleaner with present equipment can use **4% CHARGE NO RINSE**

WORKS PERFECTLY WITH ALL CONDUCTIVITY HUMIDITY CONTROLS!

HOW? ONLY ADCO'S MIRACLE METHOD OF CLEANING
can produce "the most gorgeous cleaning you've ever seen" . . . without
rinse, sweetener powders or distillation!

- 1. ONLY "BLACK MAGIC",** Super Activated Carbon, **CONTROLS** completely the condition of your solvent in the filter without the use of sweetener powders or distillation!

"BLACK MAGIC"

- A. Removes color from your solvent.
- B. Removes fatty acids from your solvent.
- C. *Removes non-volatile matter from your solvent.*
(old obsolete carbons only remove color)

- 2. ADCO'S XXX Dri-Sheen Double Strength,** a concentrated detergent, adds a minimum of non-volatiles to your system—perfect companion to "Black Magic".

Therefore, by controlling the condition of your solvent in the filter by the use of "Black Magic", instead of by the use of sweetener powders and distillation, you keep your solvent pure and sweet continuously.

END RESULT:

Controlling the condition of your solvent in the filter, without loss of soap . . . solvent stays pure and clean, therefore, the "clean" moisture you add remains clean. Redeposition or graying of garments impossible under these perfect conditions.

THIS MEANS:

- 1. Tremendous savings in soap costs.
- 2. Tremendous savings in distillation costs.
- 3. Tremendous savings in time and labor.
- 4. Tremendous improvement in quality of cleaning.

Make us prove to you in your plant at our expense that Adco's new Miracle Method will also work for you.

Adco,

INC., SEDALIA, MO., U.S.A.
Manufacturing Chemists since 1908





New Indiana officers include, left to right: president, Harry Hudlow, Sr., West Lafayette; vice-president, Fred Mann, South Bend; secretary, Katherine Smith, Indianapolis; treasurer, Clyde Robinson, Indianapolis

Continued from page 56
pact conveyor systems for small stores.

In a speech on "Reducing Costs Through Power Plant Operation and Machinery Maintenance," Warren

Archibald, Westinghouse Corp., noted that the right layout of equipment with a consistent pipe maintenance program will provide more than adequate steam output.

Victor Oakley, Sta-Nu Corp., showed how "Selling Is Not Begging." Mr. Oakley stated that selling starts when something is produced at a cost and merchandised at a price.

Other speakers included Ed Wimmer, vice-president, National Federation of Independent Business, and James Cahoon, Central Mutual Insurance Company.

Veteran plantowner F. E. Glass, Crown Laundry & Drycleaning Company, Indianapolis, closed the business meetings with a verbal salute to the young members of the association in whose hands rests the future growth of the laundry and drycleaning industries.

Social gatherings throughout the weekend included a get-together party plus a banquet on Saturday evening.

—Harry Yeates

Gulf States Regional Meeting Scores



Modern, automated equipment, states Norvin Pellerin, is only as good as the maintenance it receives

MANAGEMENT KNOW-HOW was passed on to over 200 delegates attending the first annual regional meeting sponsored by the New Orleans Laundry and Cleaners Association. The two-day session was held at the Hotel Monteleone in New Orleans on November 9 and 10.

And who passed on this know-how? None other than the industry's top speakers, including Dr. Dorothy Lyle, C. B. Kasson, John A. Ireland and Victor Oakley, to name a few. Thanks

to the excellence of the program, cleaners gathered from Louisiana, Mississippi, Florida, Alabama, Texas and Tennessee.

Diversified program

George G. Taddei introduced the new consumer film produced by his company, The Dow Chemical Company, which is now available to all interested drycleaners. His presentation was followed by an industry forecast by Art Schuelke, editor of the NATIONAL CLEANER & DYER. He predicted a boom year for those cleaners who concentrate on quality, aggressive advertising as well as route selling and charge-account business.

Norvin Pellerin, president of Pellerin Milnor Corporation, talked on automation. He said that the amount of mechanization or automation is dictated by the plantowners; that the manufacturers supply what the market demands. He stressed the need for proper preventive maintenance. Today's more complex equipment requires closer care, he stated.

The first afternoon's session was headed by Dr. Dorothy Lyle of the National Institute of Drycleaning. She apprised the audience of the new fabrics that will hit the market this season. The sample fabrics she brought along helped the group to a better understanding of what is to come.

Jack Ireland of Caled Products Company then stressed the importance

of good cleaning and packaging. He, too, had samples to dramatize his presentation.

Next on the program was Foster Lee of the American Institute of Laundering. He gave a report on the Institute's activity on research. It has engaged a university to carry on the project, to get a fresh view from the outside on the industry's needs.

Dr. Howard Wissner of Tulane University then talked about labor relations, including a forecast of what lies ahead between management and labor.

The program committee wisely held back two outstanding speakers for the next day's program to insure good attendance. After a film presentation, C. B. Kasson, vice-president of R. R. Street & Co. Inc., discussed selling techniques for cleaners when dealing with Mrs. Housewife. He cited many examples of public relations activities of cleaners all over the United States.

Victor Oakley of the Sta-Nu Corporation closed the program with a lively talk on management responsibilities. Included in these were the careful handling of the customer's garments in her presence and the need for tight quality control. He likened the plant inspector to a baseball umpire. The latter must be strictly impartial, favoring neither team. So must the inspector be impartial, and not permit poor work to go through her department just to please the plantowner who demands that the work go out in any condition. # #



the new Garment Quik-Pac

*three-dimensional, "Designed Packaging" garment bag
gives you extra neatness for extra sales*

Merchandise your fine work...sell a more handsome "finished package" that brings extra repeat business... at no extra cost to you. New Garment Quik-Pac gives you faster loading, better garment protection. Gussets on both sides of bag open out when it is slipped over suit or dress, protecting against creases or wrinkles in sleeves. Available in white, natural and colors; plain, or printed with your advertising message.



Other members of the Gaylord Family

... new FAMILY QUIK-PAC

Gives you strong, neat, square family-laundry packages in half the time needed to wrap ordinary lumpy bundles. Save you space because they stack perfectly.

... new SHIRT QUIK-PAC

For modern shirt packaging. Cost-savings up to 50%... shirt boards eliminated... lower unit cost than boxes. Load four to six packages per minute!



For information, write

GAYLORD CONTAINER CORPORATION

Division of Crown Zellerbach Corporation • General Offices: ST. LOUIS

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT PAPER AND SPECIALTIES • KRAFT BAGS AND SACKS

New all-AceCo plant proves immediate success

Right from the start, business boomed at the new cash and carry plant of Driftwood Cleaners, Skokie, Ill. Within the first three months volume averaged *\$1800 per week!*

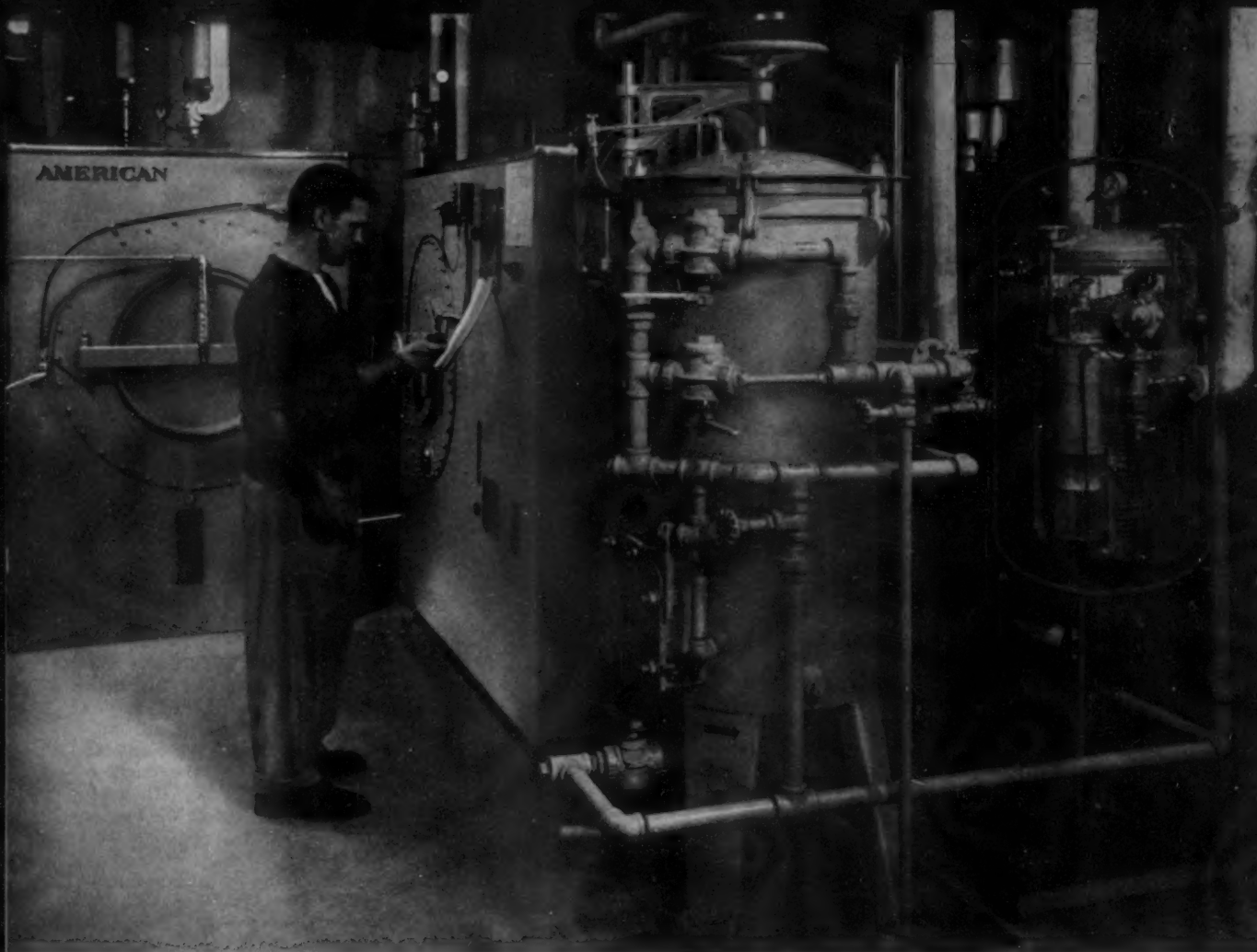
Owner Edward Andersen, even with his long experience in the industry, took no chances in planning and equipping his new plant. He simply placed the entire project in the hands of American Cleaners Equipment Co.

Starting from scratch, AceCo's team swung into action and handled every last detail. A comprehensive survey was made. Consultations were held with the architect, and detailed plans and recommendations were submitted. Equipment was carefully selected from AceCo's complete line. The entire installation, including a Model 30 Synclor Unit, AceCo Presses and other equipment, even to the steam boiler, was closely supervised by AceCo's field service engineers.

Driftwood Cleaners is an outstanding example of the service available to you when you deal with American. You are assured of expert assistance every step of the way in planning and equipping your plant for the most profitable operation. Call your nearby American Man from the Factory for complete information, or mail coupon today.

AMERICAN CLEANERS EQUIPMENT COMPANY, CINCINNATI 12, OHIO

Division of The American Laundry Machinery Company



For top-quality cleaning with minimum investment this Model 30 Synclor Unit equipped with American-Piazza Sludge Accumulator-Stripper was installed in Driftwood Cleaners' new plant.

Syncyor beautifully cleans 125 lbs. of work per hour. Washer-Extractor has 30" x 20" open-pocket cylinder, is completely automatic through entire cleaning cycle. Perclor-Saver Tumbler (left) quickly dries and deodorizes work, also reclaims remaining solvent from clothes. Exclusive Iso-Vibe vibration control eliminates need for special mounting or bolting to floor. Solvent tank is built into base of washer-extractor—no underground tanks required.

American-Piazza Sludge Accumulator-Stripper (in circle) saves solvent, time and labor, improves cleaning quality. Recovers two to four gallons of solvent with each filter backwash, making it possible to clean over 10,000 lbs. of work with every

drum. Daily backwash, by quick turn of valves, keeps filter clean for maximum solvent circulation to assure superior-quality cleaning. Completely eliminates transfer of dirty sludge from separate accumulator to a separate cooker.

American Cleaners Equipment Company

ALM-515

Division of The American Laundry Machinery Company, Cincinnati 12, Ohio

Please send complete information on AceCo planning service and equipment.

NAME _____

CARE OF _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

You get more from

American



New Massachusetts officers, left to right, front row: Sam Britt, treasurer; Francis Stone, first vice-president; Haig Takorian, president; H. Arakelian, second vice-president. Back row: K. Mallett, clerk; Ernie Henderson, executive secretary, and Bob Sambie, third vice-president. Not shown is the sergeant-at-arms, R. Goldstein

Bay State Exhibits Draw 2,000 Cleaners

ATTENDANCE RECORDS were smashed at the eleventh annual convention of the Cleansing Plant Owners of Massachusetts, held at the Bradford Hotel in Boston, Mass., on November 10 and 11.

Some 35 exhibitors had equipment in operation, complete with steam and air. Since the event was well publicized, it attracted cleaners from Connecticut, Rhode Island, Vermont, New Hampshire and Maine, as well as the host state.

Since your reporter was speaking

in New Orleans the same day that this convention opened, I can only report that the initial talk was given by E. W. Gallagher of the Boston Better Business Bureau. He discussed relations between his organization and dry-cleaners.

He was followed by a showing of the Dow Chemical Company film, "Uncle Henry Saves the Play." Then James M. Chisholm of Emery Industries, Inc., conducted a brainstorming session in which the convention registrants participated. The last speaker

for the first day was John Carruthers of John Carruthers and Company, who stressed the need for adequate pricing in these inflationary times.

The next morning Howard Gates of Calgon Company, Inc., told of the future of shirts in the drycleaning field. Quoting Mr. Gates, "They are here to stay." There is a tremendous potential in this sideline for those cleaners not yet laundering shirts, he stated.

William B. White of the National Institute of Drycleaning next talked on costs in the cleaning plant. He covered the various breakdowns of costs and the importance of keeping track of these data for a more successful operation.

The morning program concluded with a showing of the new sound color film produced by E. I. duPont de Nemours & Co., Inc., Detrex Chemical Industries, Inc., the Excelsior Machinery Company and Birk-Fellinger Cleaners of Chicago. This is a consumer film, entitled "The Two-Hour Miracle," and is available to cleaners for showing to consumer groups.

Your editor then addressed the luncheon group on the subject, "What's Our Fate For '58?" Those attending were advised that whether or not next year was a successful one depended upon the cleaners themselves. Use of the management tools at hand, such as quality control, aggressive and continuous advertising and other factors, could make next year the best ever.—Art Schuelke

Illinois Offers Varied Program

CAPSULE REPORTS on successful plant operations around the country were presented to members of the Illinois State Drycleaners Association during their annual convention in Chicago, November 29, 30 and December 1. Over 650 registrants attended the meetings and toured the display of equipment and supplies presented by over 80 allied tradesmen in the exhibition hall of the Morrison Hotel.

At the opening session on Saturday afternoon the following panel of plant-owners addressed the group: Leo Gross, G & K Cleaners, Minneapolis, Minnesota, cited examples of how his plant has built "Profit Through Routes." He stressed the value of good driver selection, clean trucks, selling branded services, holding

weekly sales meetings, providing constant supervision and promoting year-round sales contests among route salesmen.

"An invoice is as important as equipment," stated Ted Bowers, Parisian Cleaners, Lynn, Massachusetts. Mr. Bowers illustrated how the invoice used in his plant not only identifies garments but identifies every customer. The invoice system is the basis of all production control plus the book-keeping method adopted by the plant.

In a speech entitled "Small Plants Pay," Fred Ollison, Sanders Cleaners, Detroit, Michigan, said that volume growth among his small compact units throughout the area has been assured by delegating managerial authority and inaugurating a profit-sharing plan



New Illinois President Paul Betscher (left) with Vice-President Joe Stork

among the personnel in each plant.

The problems of a drycleaner entering the shirt laundering business were discussed by Arthur Antonopoulos, Highland Cleaners, Lowell, Massachusetts. With a set of slides Mr. Antonopoulos showed how arrangement of equipment, good packaging and proper training have been important factors in the development of this valuable sideline.

Continued on page 76

NOW! EXAMINE THESE FACTS!

See how packaging with polyethylene roll-stock PLUS Sensationally new POLY-BAG'R (BAG FORMING MACHINE) actually COSTS LESS THAN PRE-FORMED BAGGING! (KRAFT OR POLYETHYLENE)

Here's the startling report on SANITEX
POLY ROLFILM (standard weight polyethyl-
ene tubing) that proves once and for all that
roll stock packaging means

**YOU SAVE TIME! • YOU SAVE MONEY!
YOU SAVE STORAGE SPACE!**

One Polyethylene Roll of	Will Average	For These Garments	At A Unit Cost Of
18 x 2" (gusseted or layflat)	1200 BAGS	pants, skirts, blouses, sweaters, silk or sheath dresses, children's clothing, drapes	1 7/10 ¢
21 x 3" (gusseted or layflat)	1059 BAGS	suits or dresses	1825 BAGS 2 8/10 ¢
21 x 3" (gusseted or layflat)	766 BAGS	topcoats, overcoats, formals, gowns, long dresses	
3 Rolls (two 21 x 3" one 18 x 2")	3025 BAGS	every item brought into your store	2.1¢ PER BAG! INCLUDING SANITEX POLY-BAG'R AT NO EXTRA COST*

*These prices include the Sanitex Poly-Bag'r at no extra cost with annual usage of 50 or 100 Rolls of Polyethylene!

Prices based on extra packaging offered by roll stock. No more 33-inch garments in 36-inch pre-formed bags! No waste! No storage problems!

COMPARE THE COSTS!

Pre-formed brown kraft average bag cost: 2 1/10 ¢

Pre-formed polyethylene average bag cost: 2 5/10 ¢

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LEGAL DECISIONS

By A. L. H. STREET

Compensation Question

Has any appellate court ever recognized that where a cleaning plant accident has seriously disfigured an employee, a workmen's compensation award may be based on the effect upon his re-employability, apart from any diminished capacity to work?

Some years ago an employee in a New Jersey plant was severely burned on the face, neck, arms and chest. In deciding on his right to an award under the New Jersey workmen's compensation act, as then worded, a county court noted that in addition to impairment of the employee's ability to function, disfigurement should be considered as affecting his chances of securing future employment. (*Everhart v. Newark Cleaning & Dyeing Co.*, 184 Atl. 200.)

On appeal to an intermediate appellate court, an award made by the workmen's compensation bureau was reduced. (189 Atl. 926.) However, on further appeal to the New Jersey Court of Errors and Appeals—now Supreme Court—the court decided that the intermediate court had erred in assuming that the legislature did not intend that disfigurement should be compensated, excepting where functional impairment results. The Court of Errors and Appeals said (194 Atl. 297):

"Certainly, the disability of one so disfigured by burns as to be unable to follow his usual employment, but still not wholly incapacitated in the sense that he was stripped of all earning power, would ordinarily be much greater than in the case of one who, suffering the loss of a member, is nevertheless able to pursue his old employment without diminished earning power. We do not entertain the view that the Legislature intended a distinction so obviously illogical and unsound."

Routeman as Future Competitor

Contracts for routemen often contain clauses prohibiting employees from diverting or attempting to divert patronage from a cleaner for a period of time after termination of employment. Are such clauses valid?

Yes. (*Tolman Laundry, Inc., v. Walker*, 187 Atlantic Reporter 836, decided by the Maryland Court of Appeals.)

The decision, although made 21 years ago, remains one of the leading court rulings on the subject. The opinion is also important because it quotes in full the clause that was involved in the case. This form, even if not literally followed in drafting similar agreements, may at least afford means of useful comparisons.

"The . . . party of the second part—the routeman—also agrees that he will not . . . while he is in the employ of the . . . party of the first part, or within one year after leaving said service . . . for himself or any person, persons or corporation other than the" first party "call for and deliver . . . articles that are to be drycleaned or dyed . . . to any person or persons, who during the term of this contract shall have been customers of the" first party, "nor in any way, directly or indirectly, solicit, divert, take away . . . from said party during the life of this contract any of its customers, in that portion of the City of Washington, D. C., and Maryland . . . specially entrusted by the" first party to the second party "herein described."

The writer regards this contract as having been a bit lame in not specifically banning competition in additional territory that should be assigned to the second party during his employment.

First, the courts noted that the law frowns upon contracts that unreasonably restrict competition, but permits reasonable restraints as to time and territory, when necessary for the protection of the employer or the buyer of a business. Then the court said:

"The employee was paid a wage and a commission on the value of the business which he produced on his route. The customers and patronage thus secured were for the benefit of the employer and the increased goodwill became the property of the" em-

ployer, however much their procurement may have been due to the employee's energy, personality and skill.

For other decisions on the same general subject, see pages 48-56 of "Legal Decisions for the Drycleaner," published by NATIONAL CLEANER & DYER.

Rights Under Zoning

Zoning ordinances commonly allow municipal officials to grant special permits for conduct of a business that is excluded from a particular area because of a zoning ordinance. May circumstances be such that the officials can lawfully permit one cleaner to operate in a zoned district and yet refuse to permit another cleaner to do likewise?

Under certain conditions, yes. (Appeal of Consolidated Cleaning Shops, 157 Atlantic Reporter 811, decided by the Pennsylvania Superior Court.)

The case involved the right of a cleaner to convert from gas to coal in operating a plant, which had been permitted to locate in a district. Fuel problems may have changed considerably since 1931, when the case was decided, but the decision still illustrates the proposition that special permits to operate a business are contingent upon the precise location of the establishment and the use of the adjacent property. This holds true in spite of the fact that plants may already exist in the zoned district, but at locations where they are not prejudicial to neighboring property.

In this case the complaining cleaning company secured a special permit to operate its plant with gas fuel over the objection of neighbors. Later, the company tried to get another special permit to enable it to switch from gas to coal. That permit was denied because of objection of close neighbors. However, a competing cleaner was permitted to use coal, because his plant was situated in an area removed from property owned by his nearest neighbors.

The court explained that the zoning board was not bound to "impose exactly the same conditions to each case arising in such zone. The conditions may change according to location, contiguity to other property, and other elements which may enter into the matter."

For other court decisions on zoning problems, see "Legal Decisions for the Drycleaner," pages 74-76.

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by The NATIONAL CLEANER & DYER. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER
305 E. 45th St., New York 17, N. Y.

Trouble-free service for you . . .
Better service for your customers!



HUEBSCH *dry cleaning* TUMBLERS

Whether you use one Huebsch Tumbler . . . or fifty, as some dry cleaning plants do . . . you know that fast, efficient, dependable operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

IN 4 SIZES

36"x18"
36"x24"
36"x30"
42"x42"



HUEBSCH BAGGERS

Here the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a must for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature . . . yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume.



HUEBSCH

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N.I.D. NEWS



Milestone Class Graduates: Eighteen students have completed the Institute's one-hundredth general course in dry-cleaning plant practices.

Pictured from left to right, front row, are: Donald Gessner, Reading Laundries, Inc., Reading, Pa.; John Kay, Dry-Vin Cleaners, North Oxford, Mass.; Harold Hedspeth, Deason Cleaners, Amarillo, Tex.; Frank Souza, Nu-Way Cleaners & Launderers, Inc., New Bedford, Mass.; Frank Pardi, Prosperity Cleaners, Astoria, N. Y.; Dominic Di Ioia, West End Cleaners, Montreal, and Frank Pantalone, Spot Dry Cleaners, Greensburg, Pa.

Second row: Wilfred Oevermann, Tiemann's Cleaners & Tailors, Schen-

ectady, N. Y.; Arnold Gillen, Beacon Laundry & Cleaners, Inc., Culver City, Calif.; Jack Behrend, Bell Dry Cleaning Co., Inc., Canton, Ohio; William Holub, Belgian Dry Cleaners, Prince Albert, Sask., Canada; Fredyce Whiten, Whiten's Dry Cleaners, Fairfield, Ala.; Theodore Weltman, Lord Baltimore Laundry, Baltimore, Md., and Bill Rock, Hickmans Cleaners, Brinkley, Ark.

Back row: Paul Bennett, Luellen Cleaners, Muscatine, Iowa; Daniel Baechler, Baechler Frères, Geneva, Switzerland; John Cook, Cook Cleaners, Reseda, Calif., and Woodrow Smith, Boulevard Cleaners, Warwick, Va.



Nineteen Allied Tradesmen Graduate: The eighth Associate Educational Conference for allied tradesmen was completed recently. Nineteen graduated from the course.

Shown from left to right, front row, are J. C. deBelle, Canadian Industries, Ltd.; Colin Gillespie, Stanley Brock, Ltd.; John E. Dereich, Diamond Alkali Company; R. G. Riede, Johns-Manville Products Corp.; Gilbert Rader, Liberty Marking Tag Co., Inc.; Arnold M. Weinberg, National Cleaners Chemical Mfg. Co.; Vernon J. Waldermeyer, Wallerstein Company, Inc.; William L. MacRoberts, Florida Laundry and Cleaners Supply Co., Inc., and Robert D. Rosenbaum, Wallerstein Company, Inc.

Back row: Robert S. Arnold, Wal-

lerstein Company, Inc.; Henry Joseph Rouse, Stanley Brock, Ltd.; Joseph W. Barber, Essexville, Mich.; Charles W. Frost, Dow Chemical Company; Richard E. Tiefel, Dow Chemical Company; Jack W. Jenney, Diamond Alkali Company; Theodore Hirsch, Metropolitan Drycleaning Machinery Co., Inc.; John H. Corbett, Johns-Manville Products Corp.; Robert L. Little, Fuller Supply Company, and Bob Viner, National Cleaners Chemical Mfg. Co.

##

Petroleum Drycleaning Course: A 30-lesson correspondence course, entitled "Petroleum Drycleaning," has been

announced by the Institute. According to Edward Roland Phillips, NID supervisor of correspondence courses and author of the new course, the first lessons can be sent to students immediately. To be eligible, however, a student must have completed the nine-lesson "Fibers and Fabrics" correspondence course.



EDWARD ROLAND PHILLIPS

To take the course a student must be a member of the NID or a bona-fide employee of a member plant. Further details may be obtained from the Institute at Silver Spring, Md.

##

Milwaukee Honors NID: Fifty years ago the National Institute of Drycleaning, then known as the National Association of Dyers and Cleaners, was founded in Milwaukee, Wis. This year to commemorate the event the Milwaukee Association of Commerce presented the Institute with a handsome memorial plaque.

The presentation was made at a banquet concluding the annual convention of the Wisconsin and Upper Michigan Drycleaners Institute. Hugh W. Smith, director of NID district No. 5 (Illinois and Wisconsin), accepted the award from James Bie, administrative assistant to the president of the Milwaukee Association of Commerce.

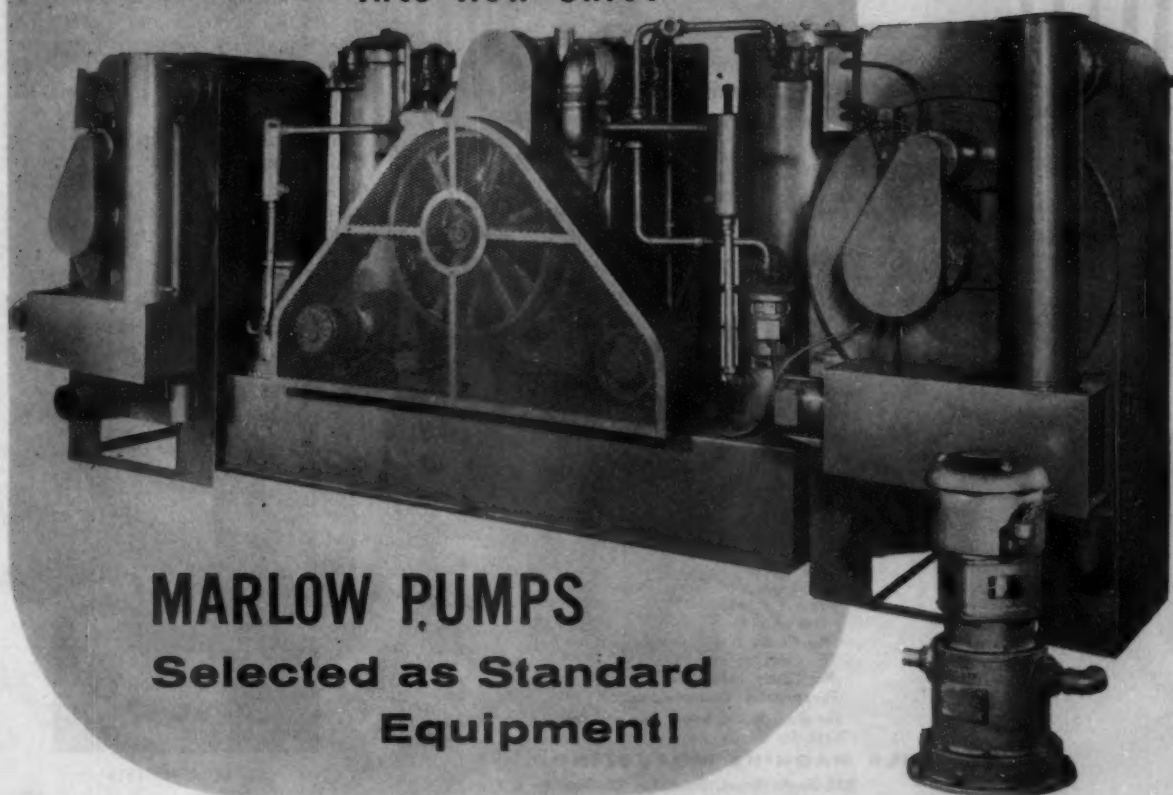
Featured speaker at the banquet was Governor Vernon W. Thompson.

##

Current Bulletins: Caution and special handling are necessary to prevent

NATIONAL CLEANER & DYER

Manitowoc Engineers Design
"Extra Profit" Production
 Into New Unit!



MARLOW PUMPS
 Selected as Standard
 Equipment!

When Manitowoc engineers set out to create a new 70-lb., dry-cleaning system, they wanted a unit that would insure profitable production with speed, economy, and simplicity of operation. Into these new machines they built features that prevent solvent intermix, eliminate pressure build-up, increase solvent mileage, prevent surging over, foaming, and solvent contamination. They've designed a new and simpler method of muck extraction and automatic air controls to make operation easy, even for "green" help!

As you might expect, Marlow

self-priming drycleaning pumps are used as *standard equipment* on these new Manitowoc machines.

For many years, Marlow Pumps have helped make good drycleaning equipment *better!* Marlow drycleaning pumps are specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss — floors stay dry and

clean. And Marlows handle petroleum or synthetic solvents with equal ease. Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation — are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



Division of

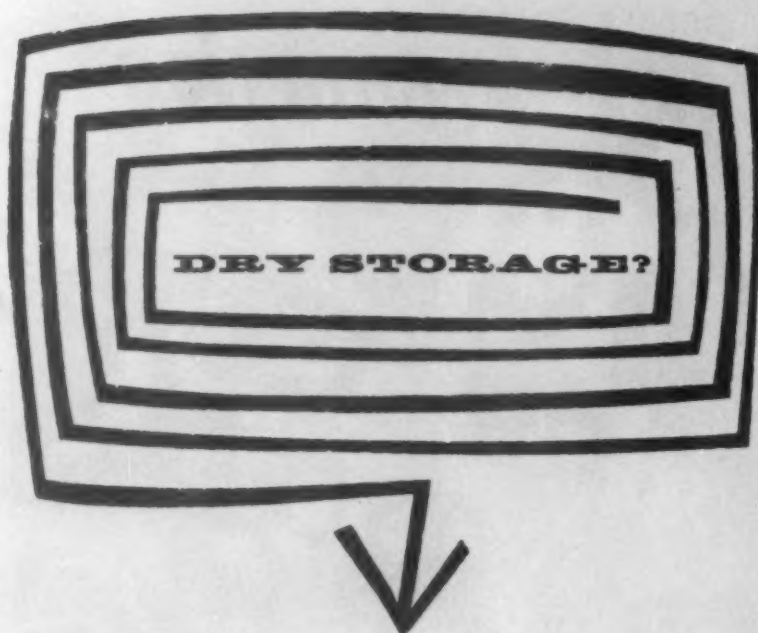
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Morton Grove, Illinois

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7-383



Hundreds of plantowners
over the past few years
have proven dry storage to be
safe, sure, practical.

You, too,
can save thousands of dollars
with this new storage idea
by Reliable.

And, you can see real profits
in a few months
because of . . .

No Costly Refrigeration!

No Costly Installation!

No Costly Insulation!

Inexpensive Construction!

For cloth, wools, boxes, furs and rugs.

Write for details.

RELIABLE MACHINE WORKS, INC.

231 Eagle Street, Brooklyn 22, New York

Over 40 years of leadership in
designing and manufacturing
fur cleaning, glazing and storage equipment.

excessive shrinkage and stiffening in processing a drapery lining fabric called Opaqueen. This is the advice offered in a new bulletin on the subject, Fabric-Fashions FF-39. Two samples, one of black Opaqueen, one of gray, are included in the bulletin, with handling do's and don'ts. Also touched on briefly in the bulletin is the handling of reflective drapery linings.

Mark-off stains from buttons is the subject treated in Fabric-Fashions Bulletin FF-40. Research covered nine different classes of buttons and showed that light to heavy staining occurred

from buttons made of several materials—acetate, acrylic, casein, celluloid, ivory nut and leather. The Institute also found that five out of seven complaints received were on stains from dyed casein buttons.

#

Joint Pigment-Dye Action: Means of obtaining a wider use of dryclean-fast, resin-bonded pigment colors in textile printing will be studied as a result of a recent conference of representatives of the NID and of inter-

ested manufacturers. The Institute called the meeting in a move to stem the many complaints caused by use of resin-bonded pigment colors, mainly on washable outerwear fabrics, that fade when drycleaned.

Attending the session were John Warner, vice-president, D. B. Fuller Co. (division of J. P. Stevens Co.); Peter Shonk, sales manager of International Co., Inc., Textile Colors Division, and Alfred Siepert, assistant sales service manager of the same firm. Representing the Institute were Dr. Joseph R. Wiebush, research director; W. Clay Hardin, chief analyst; A. Rothe, head spotting instructor; Dr. Dorothy Siegert Lyle, consumer relations director, and Albert E. Johnson, trade relations director and chairman of the meeting.

#

Fabrics Book Now Available: Publication of Dr. Dorothy Siegert Lyle's new volume, *Focus on Fabrics*, has been announced by the Institute. The



DR. DOROTHY LYLE

book deals with modern fabrics—their selection, care and behavior in drycleaning. It includes 174 actual fabric samples, 100 black-and-white photographs and 51 full-color photographs taken in NID's analysis department.

The price of the 500-page volume is \$27.50 for members, colleges, universities, textile trade and retail stores. Price to nonmembers is \$35.

#

Group Insurance Available: A three-part insurance plan for members has been announced by the Institute. The Association Underwriters of America, Inc., has been selected to administer the new program. Group Accident and Health (Income Protection) Insurance is the first series of coverages to be offered. Forthcoming are Major Medical and Business Overhead Insurance.



Spring very happy season for volume, too

Sure, Spring lovely time. All people glad Winter gone, flowers here, time to be gay.

That makes it *your time* to sell. And your Columbia-Southern Perchlor jobber has this new hanging mobile to help you get your sales story across in a sparkling, just-right way. Customers can't help smiling at this dainty maid . . . and they can't miss your volume-building message. Now's

the time for cleaning apparel and furnishings . . . you're the dry-cleaner to do the job to their satisfaction.

This sensationally eye-catching display is just the first of several that will be available to you FREE again this year from your Columbia-Southern Perchlor supplier. Don't miss out . . . contact him *today*. And you'll pardon us for the reminder: Got enough Perchlor

in stock to handle all the added work? If not, now very happy season to re-order.

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
ONE GATEWAY CENTER • PITTSBURGH 22 • PENNSYLVANIA



DISTRICT OFFICES: Cincinnati • Charlotte
Chicago • Cleveland • Boston • New
York • St. Louis • Minneapolis • New
Orleans • Dallas • Houston • Pittsburgh
Philadelphia • San Francisco
IN CANADA: Standard Chemical Limited
and its Commercial Chemicals Division

NEW—from Honeywell



1 More Satisfied Customers. Consistent high-quality cleaning with brighter, more lively colors.



2 Less Spotting Time. Moisture added to the garment in the washer means only the most stubborn stains need spotting.



3 Less Pressing Time. Correct humidity means fewer wrinkles after washing, saves on labor costs, reduces reruns.



4 Fewer Operating Problems. Honeywell controls make operating easy—even untrained personnel can handle the job.

NATIONAL CLEANER & DYER

MagiCare^{*} Drycleaning



Now Honeywell brings you *Magi-Care*, a new and better kind of dry cleaning utilizing electronic relative humidity control.

Magi-Care dry cleaning is precise electronic control by Honeywell of your solvents' relative humidity, correctly matched to each load of clothes.

The results: consistently better cleaning, little need for spotting. Brighter colors. Less wrinkling and shrinkage with fewer breaks. And you'll have less color bleeding and fabric piling. You save labor costs, too, since the system is so easy to operate that your operator doesn't have to be an expert.

The basic component of *Magi-Care*, the Honeywell Relative Humidity Control, can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. Join the thousands of quality dry cleaners across the country who are increasing their reputation and profits through *Magi-Care*. See details below covering the National Advertising and Sales Support you can put to use to increase your sales and profits.

Honeywell Relative Humidity Controls are available on leading washers—or you can order your next washer with mounting facilities for easy field installation. The *Magi-Care* panel shown here, plus the Gold Grid Humidity Control* and Vapo-Lator* sampling chamber complete the *Magi-Care* Drycleaning System. The Gold Grid element reacts immediately to slightest humidity variations and adds water instantly as needed. Vapo-Lator gives the precise measure of water and insures correct metering.



MagiCare nationally advertised in VOGUE

Now your customers are being told about *Magi-Care* in the country's leading, best-read magazines for women. Honeywell advertising will be reaching the trend-setting fashion and quality conscious woman, making sure she knows that the *Magi-Care* symbol stands for the finest in dry cleaning.

^{*} Trademark



TO GET FULL INFORMATION ABOUT MAGI-CARE Drycleaning Controls and Magi-Care Sales Promotion Aids, call your local Honeywell office, or write Minneapolis-Honeywell, Dept. ND-2-38, Minneapolis 8, Minnesota.

You can easily tie in with this



national advertising. Honeywell offers you these effective sales helps—

- HANGER CARDS
- WINDOW SIGN
- NEWSPAPER MATS
- RADIO & TV SCRIPTS
- GARMENT BAG SYMBOL

Honeywell



First in Controls

NEW BRUNNER

SINCE 1906

AIR COMPRESSORS

DESIGNED FOR DRY CLEANING AND LAUNDRY USE



CONTINUOUS OPERATION

SINGLE STAGE

**HORIZONTAL TANK
MOUNTED**

You can't afford to gamble with your compressed air supply. That's why both the manufacturers of dry cleaning and laundry equipment and dry cleaning and the laundry establishments depend on Brunner air compressors.

The new Brunner line was specifically designed for applications where the demand for air is constant, even under maximum load demands. These air compressors are for use in the lower range of pressures and are available in 1½ to 20 H.P. sizes. A constant speed unloader arrangement holds suction valves off their seats, and prevents compressor from taking in any more air while electric motor continues to run.

Brunner compressors give you the air for dependable press operation; are engineered for equipment use, as well as on the spotting board, for spray sizing and even water-repellent spraying.

IF YOU USE AIR, YOU'LL DO BETTER WITH BRUNNER

**WRITE FOR COMPRESSOR RECOMMENDATIONS
IN DRY CLEANING AND LAUNDRY USE**

BRUNNER DIVISION

DUNHAM-BUSH, INC.

UTICA, NEW YORK

ASSOCIATION NOTES

New York Group Names Leahy: The New York State Launderers and Cleaners Association, Inc., has announced the appointment of John H. Leahy as new executive secretary. He succeeds Miss Fay, who recently resigned. The announcement was made by Paul J. Rickett, Sr., president of the group.

Mr. Leahy has had extensive experience in hotel management and public relations.

##

Maryland Cleaners Dine: Meredith "Dutch" Hoffmaster, manager of the Small Business Administration office in Baltimore, addressed members of the Maryland Drycleaners Guild at a dinner meeting. Mr. Hoffmaster explained the ways in which the Administration can serve the small businessman. A lively discussion followed.

At the meeting program chairman Irv Hackerman urged members to assist CARE by placing publicity stuffers in customers' garments.

##

Sales Instruction: Joe Burger spoke before 135 persons at a sales instruction meeting held by the St. Louis Dry Cleaners Exchange. Harry Riehl, manager of the Better Business Bureau of the city, also addressed the group on the mechanics of the new consumer-drycleaner-department store cooperative plan of public relations.

##

California Notes: The California Drycleaners Association, Inc., has established a service office, which is being managed by Mrs. S. S. Whitaker. Mrs. Whitaker will handle bailee claims.

##

Election Returns: Clarence Honn has been chosen president of the newly organized United Dry Cleaners Association of Douglas County (Ore.). Aiding him will be Ken Glass, vice-president, and Lloyd Kegler, secretary-treasurer.

Members of the Marion Drycleaners

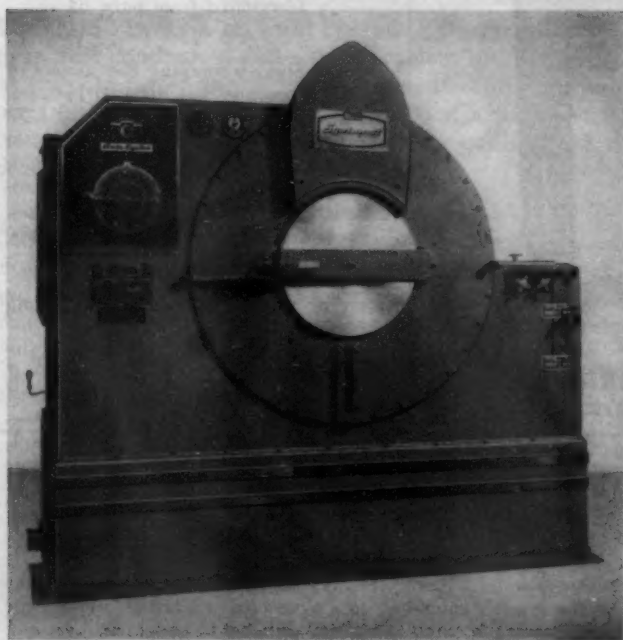
NATIONAL CLEANER & DYER

no time spent on...

dividing loads
balancing for extraction
jogging for load and unload

more time  saved for...

sorting, spotting, hanging after tumbling
and other fill-in jobs



Above: P-45 Syntomat for 45-pound loads.
Available also in 65 and 100-pound models

NEW SYNTHETIC
P-45
Syntomat

by **WASHEX**

Truly the Drycleaner's machine:

- Superior OPEN-POCKET cleaning. Reversing cylinder.
- OPEN-END loading and unloading, just like a tumbler!
- Exclusive AUTOCYCLER Automation—full-range adjustability for any process... manual controls within easy reach, whenever desired.
- Standardized "package" machine with built-in twin tanks and pumps for single or two-bath operation.
- Maximum solvent mileage—direct sludge transfer from automatic filter to sludge cooker.
- Dependable, heavy-duty WASHEX construction—no troublesome gears or overrunning clutches.

All of which means WASHEX actually COSTS LESS—
get all the exciting details from your Washex Distributor
or write today—

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You Get Things **DONE** with a U. S. Blind Stitch Machine Model 518-2

**It makes Alterations PAY DIVIDENDS
2 MACHINES for the PRICE of ONE**

Hems perfectly on ALL materials including the Most Difficult **SYNTHETICS**. Hems Dresses, Skirts, Sleeves, Cuffs, Coat Bottoms, Linings, Trouser Cuffs, Draperies, Bedspreads. Reinforces worn places.

Pays for itself over and over and over . . . you really can't afford to be without it.

New color is attractive eye-resting green.

Formica top tables resist all bad effects from steam.

BUY GENUINE U. S. NEEDLES ONLY



Agents in All Principal Cities

U. S. BLIND STITCH MACHINE CORPORATION
231 W. 29th St., N. Y. 1, N. Y. LAck. 4-9144

Association (Ohio) have named Richard P. Menninger to head their group as president. Other officers include James Miller, vice-president, and Mrs. Charles Dengler, secretary-treasurer.

Election of Robert Rosenberry as president of the Tri-County (Ohio) Drycleaners Guild has been announced by the group. The incumbent is associated with Twin City Drycleaners. Mr. Morris was named first vice-president; Francis Bente second vice-president, and Elmer Carr secretary-treasurer. At the election meeting Paul Young, retiring president, introduced

the speaker, Wilson C. Murphy, state fire inspector.

Joseph Miceli has been installed as president of the New Orleans Laundry and Cleaners Association. Others who took office at the group's annual dinner dance were Frank DiMarco, vice-president, and John Morrison, secretary-treasurer. Serving on the board of directors are V. B. Bagert, Vincent Caruso, Lawrence Duplass, Albert Flucke, August LaNasa, James Livaudais, Ignatius Liberto, Julian Mistretta, Angelo Selby and Louis Young.

W. C. Hornsby, owner of Hornsby Cleaners, has been selected as president of the **Bastrop (La.)** Laundry and Cleaners Association.

Clarence Rennick has been elected chairman of the Associated Launderers and Dry Cleaners of North Bay and District, Ontario, Canada. Also named to office were Mrs. C. Edgar, secretary, and Brad Ross, treasurer.

Activities of the Westchester chapter of the Neighborhood Cleaners Associations (N. Y.) will be under the direction of the newly elected president, Harold Frey. Other officers chosen include Aaron Kleid, vice-president; Edward Frey, secretary, and Robert Talsky, treasurer.

The new slate elected at a recent meeting of the Albany NCA chapter includes Paul La Falce, president; Joseph Harrigan, vice-president; Jerry Freedman, secretary, and Thomas Fennell, treasurer.

At a meeting of the Schenectady chapter, members picked Joseph Ottati as president; John Yanis, vice-president; Irving Spitz, secretary, and Mario Iovanelli, treasurer.

#

ILLINOIS PROGRAM

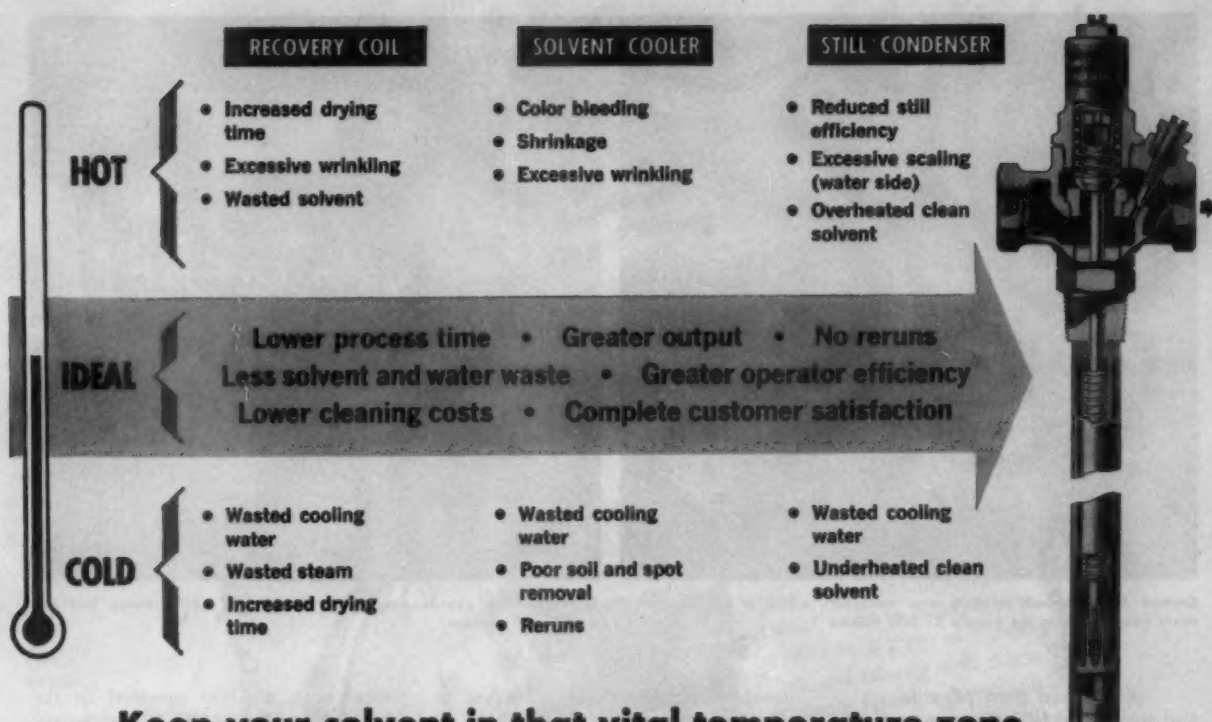
Continued from page 64

On Sunday morning the subject of trading stamps was debated between plantowner Norman Bochner, Chicago, who expressed his enthusiasm for the stamp program in his plant, while Ben Rosenfield, executive secretary, Chicago Drycleaners Association, presented some negative factors. They include high costs, short-range promotional effect, creating too much interest in a gimmick rather than selling customer acceptance of service.

Other speakers throughout the weekend included Jerry Daleke of Beacon Sales, Inc., who spoke on "Sales Promotion"; Henry Porter, vice-president, Standard Oil Co. of Indiana, who explained the need for "Sales Training," and Oscar Howard, technical field director for the association, who analyzed problem fabrics currently on the market.

The business meetings were brought to a close after a question-and-answer period directed to panel members and a National Institute of Drycleaning report from district director Hugh Smith, Oak Lawn, Illinois.

Newly elected officers of the association are: president, Paul Betscher, Chicago; vice-president, Joe Stork, Alton; secretary-treasurer, Ted Silverman, Chicago.—Harry Yeates

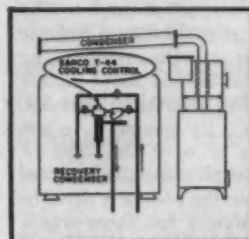


Keep your solvent in that vital temperature zone with **SARGO** automatic **COOLING CONTROL**

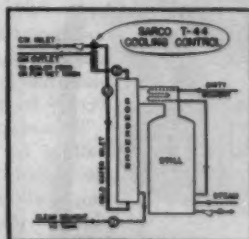
Trying to maintain an ideal operating temperature in your recovery coils, still condensers and solvent coolers by manipulating the valve on the cold water line of your equipment is a pretty hopeless task. At best . . . it's uncertain. It results in **OVERCOOLING** and **UNDERCOOLING**. It wastes water, lowers output, reduces quality and cuts into your profits.

A sure and inexpensive solution is the **SARGO T-44 automatic Cooling Control**. Once installed, you can forget it . . . your solvent temperature is *automatically* kept within the ideal range. Both solvent and operator can now produce higher quality work more efficiently. You have achieved maximum dependability and safety at low cost.

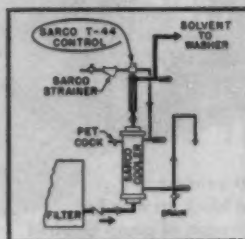
For complete information write direct to us or contact your supplier. Sarco Company, Inc., 635 Madison Avenue, New York 22, N. Y.



Solvent recovery with
Sarco cooling control



Still condensing with
Sarco cooling control



Solvent cooling with
Sarco cooling control

Sarco T-44 features

- *Self-powered* — no compressed air or electricity needed.
- *Simple, trouble-free design* — just one unit . . . thermostat and valve.
- *Packless* — no stuffing box to leak or jam the valve stem.
- *Self-contained* — no exposed mechanism.
- *Dependable* — thousands provide dependable service for both original equipment manufacturers and dry cleaners.
- *Easy to install* — by any pipefitter.
- *Inexpensive* — 1/2" size costs only about \$36 to user.

21878

SARGO

COOLING CONTROLS • STEAM TRAPS • STRAINERS
THERMOSTATS • PRESSURE SWITCHES



Owner John Samuels exhibits new machinery which is kept continuously busy handling the plant's \$2,000 volume



Spacious and neat-looking plant covers over 3,200 square feet and employs 11 persons

Continued from page 44
and seemed to be in a more competitive business section, while the one in Bayside was, he felt, the ideal location. Persons traveling from the resi-

dential apartment-house areas had to pass the prospective plant site to do their shopping in a small business district nearby.

When the project was well under

way, with \$30,000 invested in the building and \$50,000 in machinery Mr. Samuels was, of course, very anxious to see if his previously untried venture would live up to his great expectations. Large display signs in the windows and one full-page ad in the local weekly, the *Bayside Times*, prepared the plant to greet its prospective customers.

To attract new customers Early Bird gave free cut glasses with every \$1.50 order of drycleaning and free ball-point pens and bottles of perfume to all who stopped in to visit the new plant. Free balloons, lollipops and kiddie rides were incentives for the parents to bring their children along.

For the commuters the plant promised "Bring your garment in the morning, wear it in the evening" service plus a free newspaper every morning from 7:00 to 8:00 a.m.

When Early Bird Cleaners opened its doors, Mr. Samuels knew that he had found an untouched market. The opening week over \$3,000 in volume was brought in over the counter. The plant has now averaged about \$2,000 weekly in its five months in business.

"It seems as if the people were just waiting for us to open this type of plant. Even though many plantowners simply eliminate the idea of a drive-in plant in this area, I felt there was a great potential for this kind of operation," Mr. Samuels happily explains his success.

And in Mr. Samuels' mind there is no doubt that Early Bird Cleaners has caught the worm and the drive-in market in the Bayside, New York, area. # #



You can depend upon many years of reliable service, when you use a Viking Pump. Your Viking is built especially for solvent pumping. It's been tested and proved on the job by thousands of dry cleaners all over America. So, choose a Viking for long-time dependable pumping.



You'll Get All These Features:

- Holds a high vacuum
- Does not heat solvent
- Quiet operation
- Fast self priming
- Does not block up with lint
- No lubrication of pump required

For complete information, write for Bulletin Dq



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.

See your classified Telephone Directory.

How to remove silver nitrate stains

the old-fashioned way



Flush with clear water. Add iodine to stain and allow to remain for 30-60 seconds. (Or use iodide crystals, letting them dissolve completely on wet stain). Flush again. This removes some of the stain. Now wrap one-half teaspoonful of sodium thiosulphate crystals in a piece of cheesecloth and saturate with dilute ammonia. Dab this cheesecloth bag on the stain, being careful to apply it only to stain traces. Flush and feather out. In many cases, for complete removal, repeat entire procedure.

See Us
at the
A. I. L.
SHOW . . .
Booth 358

ExGo is made specifically for quick, thorough removal of x-ray and photo developer, argyrol, iodine and other silver nitrate base stains from wools, silks and cottons. Excellent for removing tarnish from metallic fabrics, braids and buttons too.



the modern way

Apply
Wilson's ExGo®
Flush out.

Go Modern—order
ExGo from your jobber

A. L. WILSON CHEMICAL CO., Kearny, N. J.

*"Stain
Removers
are our only business"*



TAKING STOCK IS GOOD BUSINESS

✓
✓
✓
✓

If you're in business, you take inventory at least once a year. It's essential to the health of your business to know where you stand. But have you taken stock of yourself recently? Do you know where you stand when it comes to cancer?

A once-a-year health checkup can tell you. The chances of curing cancer are far greater when it is detected early and treated promptly. Living proof are the 800,000 Americans who *have been cured*.

Yet lung cancer now kills 24,000 men annually...eight times as many as twenty years ago. And thousands of these deaths could have been prevented *if the cancer had been diagnosed early and treated promptly*.

That's why it's vital for every man to have a health checkup every year, including a chest x-ray. Further, if a cough or hoarseness lingers for more than two weeks — one of cancer's danger signals — an immediate visit to the doctor is indicated. Give yourself the same break you give your business. Take that personal inventory regularly — have a health checkup every year.

AMERICAN
CANCER
SOCIETY

SPOTTING MADE EASY

Continued from page 32

pounds into the required soluble state.

Digesters do not remove the stain by themselves. But they make it possible for the lubricating agent and the solvent to remove it.

To work most efficiently these important points should be remembered when dealing with digesters:

1. The area being treated should be kept wet, with water.
2. The solution should be kept neutral (neither alkaline nor acid).
3. Sufficient time must be allowed (15 to 30 minutes).
4. Temperature of the solution must be watched.

The temperature of the solution or bath must not exceed 125 degrees. A few years ago it was necessary to have a warm bath, around 115-120 degrees. Today the digesters available work well at room temperatures. This advance, coupled with charged-system cleaning, has been a boon to spotters.

Now, garments can be prespotted on the stained area. The stain is wet out with water, digester powder is placed directly on the stain, and the garment is hung while the digester goes to work. After 15 to 30 minutes have gone by, the garment can then be put into the cleaning wheel. Here mechanical action will flush out the stain. Thanks to the charged system, the water will not leave a ring.

Recently another system has been developed for charged system prespotting. The digestive material is mixed with water and glycerine, which is a neutral lubricant. This mixture is applied directly to the stain, allowed to do its work, and then the garment is cleaned or recleaned, as the case may be.

As with the other method, the charge detergent combines with and absorbs the moisture remaining in the spotted area. Thus the ringing which used to plague spotters is avoided.

In addition to these four basic methods, stains are occasionally removed by chemical action. Rust removers, for example, are actually hydrofluoric acid; it is the reaction of an acid with metal that eliminates the rust stain.

Another example is removal of iodine stains by use of sodium thiosulfate (hypo crystals). The reaction of the sodium thiosulfate with the iodine forms two entirely different compounds, both colorless. Thus the iodine stain is removed.

The action of a bleach may also be considered chemical. The use of bleaches in spotting will be considered in a separate chapter. # #

SOLVED!

MOTOR BURN-OUT IN VERTICAL VACUUMS



LAMSON

Unit-Type Dryset® Air Vacuums

Now Equipped with Lifeguard Fan

When the motor of your old-fashioned, out-moded vertical vacuum burned out you were out of business until it was fixed or replaced. Now, from Lamson comes BIG NEWS for the industry . . .

Every New Lamson Unit-Type Dryset is now equipped with a built-in lifeguard fan. The principle involved is a reverse air flow created by this second fan which sets up a heat barrier between head and motor.

This great improvement is yours at no extra cost!

Remember, only Lamson offers a full line of Unit and Horizontal-Type Air Vacuums to handle from one to 250 presses. There's one for your pressing needs.

LAMSON

LAMSON CORPORATION

210 Lamson Street, Syracuse 1, N. Y.

Plants in Syracuse and San Francisco
Offices in Principal Cities

**For Further Information,
Clip To Your Letterhead**

- ☐ Send me the facts on New Lamson Unit-Type Air Vacuums.
- ☐ Send me a Dryset Bulletin and Plant Survey Sheet, without cost or obligation.

210



Coat form was a big attraction to visitors touring the plant

Open House Creates 504 Salesmen

*New equipment, tenth anniversary
spearhead "red carpet" promotion*

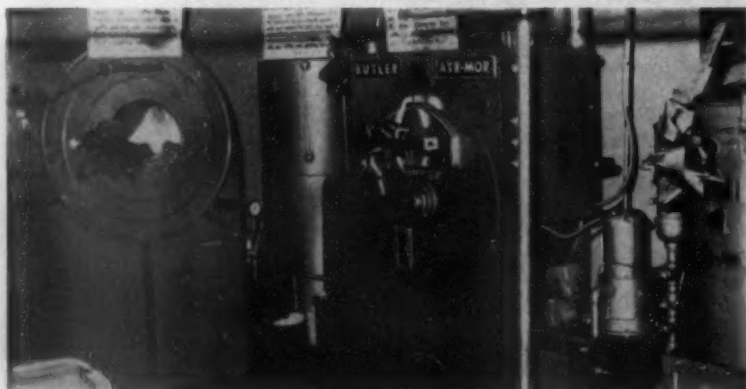
A RED LETTER DAY in the history of Cardinal Cleaners, Boone, Iowa, called for a red-carpet type of promotion to highlight a quality cleaning program. It was Cardinal's tenth anniversary in Boone and plantowner George Peterson saw the basis for a strong open-house promotion in the birthday celebration. The plant had just switched from a petroleum setup to an expanded synthetic operation which gave all the more reason to launch a big promotional campaign. A red-carpet theme was chosen to denote prestige cleaning.

In getting the celebration under way the first step was to send out invitations to the open house. Double-envelope, panel invitations were mailed first-class to 3,000 persons in the city. As a follow-up Mr. Peterson inserted in a local paper a half-page advertisement showing the new equipment. Then, every day for one week prior to the promotion, he ran insert-reproductions of the invitation previously mailed.

To remind regular customers of the

get-together, a 4-by-6-foot reproduction of the invitation was displayed in the front window of the call office. Since the plant is located just half a block from the main intersection of the business square, a great many non-customers also noted the blown-up invitation.

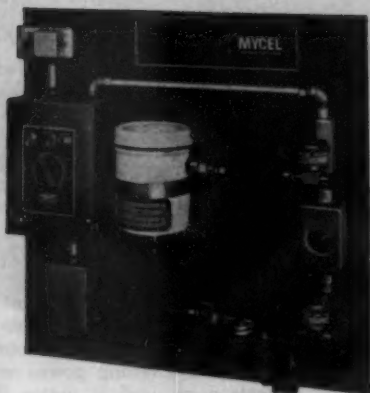
Friday was selected as the day for the open house, since that is the day Boone merchants keep their shops open late. When the first customers arrived at the plant they noticed a three-tier anniversary cake prepared and decorated by a local baker. Snack-size cake squares and coffee were



Each piece of equipment bore red satin bow. Sign above unit explains its use

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE

THE EFFICIENCY OF STREET'S



Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that

(through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

EC-282 COPYRIGHT 1957

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS
NO. 530,043 AND 534,730.
OTHER PATENTS PENDING

Save time...save trouble

use

Tru Color
for

DYEING*

**SLIDE & LEATHER
CLEANING**

**GLOVE
CLEANING**

REWEAVING

**FLAME
PROOFING**

**SHOWER
PROOFING**

* For Garmets, Rugs, Household Fabrics
...also Vat-Dyeing of Commercial Linens

Send everything in same
bundle . . . fast, dependable
service all year round.

Write for trade price list or send a trial bundle.

TRU COLOR DYE WORKS, INC.

24-47 44th St., Long Island City 3, N. Y.

Mail-Order
"Supermarket"
of Sideline
Services

served to the visitors while the kiddies received candy.

A Hi-Fi set provided music and set an atmosphere for the guests. All persons officiating during the promotion were dressed semiformally and the men had lapel boutonnieres while the women wore corsages.

All the equipment was in operation for actual demonstrations and each piece of new equipment bore a large red satin bow. Above each piece of equipment was a sign explaining its operation and purpose.

At the call-office counter was an appropriate registration book. A sign above the counter stated that a \$2.50 free drycleaning prize would be awarded to every twentieth adult who registered.

They came and questioned

The one-day open house brought out 504 visitors. Many persons saw for the first time the actual operation of a drycleaning plant. Employees were stationed at their regular cleaning and finishing stations. Customers as well as prospects asked many questions and they got "quality" answers.

It was exactly the kind of promotion Mr. Peterson had wanted and had planned. The cake, the formal invitations, the large red satin bows and the

formal dress of the employees all added the little something which did more than set the stage for a quality promotion. The people attending felt the quality atmosphere and commented accordingly.

One of the most impressive demonstrations during the open house was

the very graphic comparison made between "wet" and "dry" cleaning. Three drinking glasses were placed near the synthetic unit. One contained plain drinking water, one contained 4 percent charged perc, and the third contained pure, distilled perc. To remove any fears of the clothes fading or shrinking during the drycleaning operation, this demonstration was presented. One aspirin was dropped into the glass of drinking water. It was immediately dissolved. Another aspirin was dropped into the distilled perc. This one remained intact. This proved the dryness of the cleaning solvent as opposed to "wet" liquids. The glass of charged perc was used to point out the necessity of a soap content to remove oil and grease stains.

The finishing department received much attention as coat-form finishing attracted the people because of the preciseness of personalized attention to each garment. Silk finishing and hand touch-ups caught the interest of the women. Evening gowns and full formals were used in action demonstrations.

After the last visitor had left and the door was closed, Mr. Peterson sat down to total up the registrants. Satisfied with the promotion, he surmised, "We registered 504 adults and every one of them toured the entire plant. Now I have 504 salesmen working for me. They will use the all-important advertising medium of word-of-mouth and retell what they saw to hundreds of other people. To me, that's what makes for growing business."

With the red-carpet treatment that Cardinal customers receive, it's no wonder that the Iowa plant has been consistently growing. # #



Flowers and large sign on window help advertise celebration and open house

2 tape ways to speed work, save money

1 Mark flaws and spots

with "SCOTCH" No. 246 Colored Tape



Sticks at a touch to fabrics . . . removes easily . . . no adhesive residue. Comes in four bright colors — red, green, blue, yellow. Use one color for marking loose buttons, tears, etc., another for "spotting". Speeds work flow, saves re-examination and rehandling time.

2 Attach invoices with "SCOTCH" Transparent Cellophane Tape

Here's the neat, quick way to attach invoices to garment bags and packages! Single strip of tape, applied across top corner of ticket, prevents loss of ticket, eliminates pinning or stapling. Ticket is easily removed without damaging bag.



*See your supplier today for these
work-saving tapes and handy dispensers*

REG. U. S. PAT. OFF. SCOTCH Brand Tapes for the Cleaning Industry

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N. Y. In Canada: P. O. Box 757, London, Ontario.

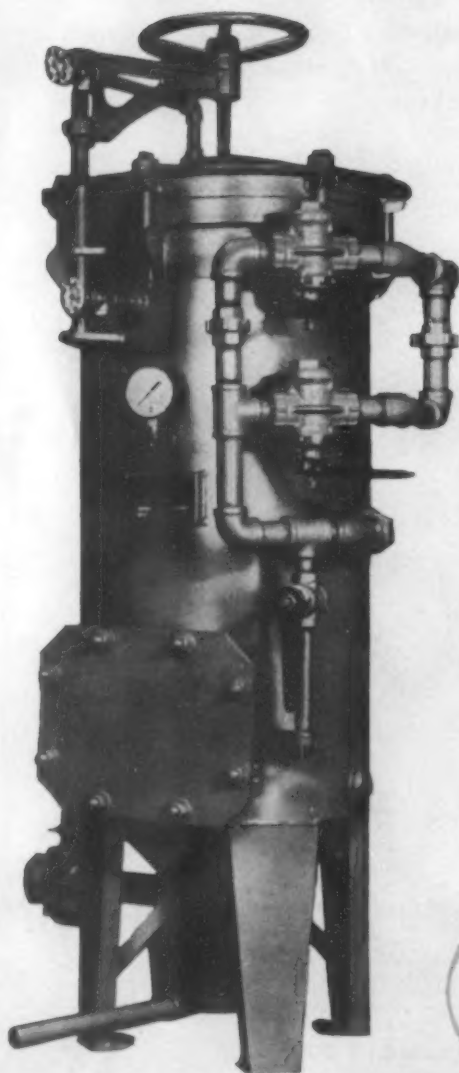
MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW



M8-405

*If you spend over 5 minutes a day cleaning filters - -
They're costing you money!*



Olson filters can be thoroughly cleaned in 1 to 3 minutes—automatically! This greatly increases productive time of both men and machines, builds bigger profits for you.

Operation is fantastically simple. No dismantling, changing bags or scraping screens. Just set controls to backwash position and start pump.

Pump forces liquid back through tubes (from the inside out), knocks off dirty filter cake and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal.

Complete cleaning process can be done without even opening the filter—saves hours of messy, time-consuming work. You start each day with a new filter.



Write for free illustrated booklet containing full details including engineering data, sizes and specifications.

OLSON FILTRATION ENGINEERS

DIVISION OF THE AMERICAN LAUNDRY MACHINERY COMPANY, CINCINNATI 12 OHIO

FILTERS — STILLS



PROGRAM

75th Annual Convention and Exhibit

American Institute of Laundering

Chicago, Illinois

February 26-March 2

WEDNESDAY, FEBRUARY 26

1:45 p.m.-4:45 p.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Forrest I. Neal, Jr., director, District 10, AIL
 Film, "The Dynamic American City"—U. S. Chamber of Commerce
 "Forecast for Business in 1958"—Tom M. Plank, Economics and Business Research Department, First National Bank, Chicago
 "Education for Better Management"—Cecil H. Lanham, director of education and personnel, AIL
 "An Undeveloped Industry Asset"—Ward A. Gill, director of industry relations, AIL
 "Operating Drive-Up Stores"—George H. Isaacson, director of service and laundry-drycleaning departments, AIL
 9:00 p.m. "Get-Together Party," Williford Room, Conrad Hilton Hotel

THURSDAY, FEBRUARY 27

8:45 a.m.-11:45 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Victor D. Dalgoutte, president, AIL
 Film, "The Story of Creative Capital"—U. S. Chamber of Commerce
 "The Promise of Research"—Dr. Haldon A. Leedy, director, Armour Research Foundation of the Illinois Institute of Technology
 "Your President Reports"—color-slide presentation by President Victor D. Dalgoutte. Introduction by Immediate Past President G. Louis Dudge
 "Why Do Consumers Buy and Behave As They Do?"—Pierre D. Martineau, director of research and marketing, the Chicago Tribune
 10:00 a.m. "Coffee and Rolls" for ladies, Beverly Room, Conrad Hilton Hotel. Mrs. Victor Dalgoutte and wives of directors, hostesses
 10:30 a.m. Ladies' bus tour of Merchandise Mart starts from Conrad Hilton Hotel
 12:00 noon-7:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre
 12:00 noon Legislative Luncheon, Beverly Room, Conrad Hilton Hotel. Presiding, Denys R. Slater, chairman, AIL National Legislative Committee
 Film, "Crossroads: Main Street and the Minimum Wage"—U. S. Chamber of Commerce
 "The Wage-Hour Situation and You"—Harold K. Howe, manager, AIL Washington office
 1:00 p.m. Ladies' Luncheon, Merchants and Manufacturers Club, Merchandise Mart
 "Let's Go to Dinner"—Marie Kiefer, secretary-manager, National Retail Grocers Association

FRIDAY, FEBRUARY 28

8:45 a.m.-11:45 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, David P. Wallace, Jr., director, District 3, AIL
 Film, "The Man Who Built a Better Mousetrap." Commentator—Wesley I. Nunn, advertising manager, Standard Oil Company (Indiana)
 "Where Do We Go From Here?"—William C. Schumaker, executive vice-president, International Harvester Company

10:30 a.m. "The Responsibility of the Member to His Trade Association"—Rabbi Morris M. Hershman, Joliet Jewish Congregation
 "Interurbia, the Changing Face of America"—John M. Willem, vice-president, J. Walter Thompson Company
 "Coffee and Rolls" for ladies, Beverly Room, Conrad Hilton Hotel
 12:00 noon-7:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre
 12:00 noon Luncheon, 17th Annual Advertising Contest Awards, Parlor A, Conrad Hilton Hotel. Presiding, Frederic Thesmar, director, District 2, AIL
 "Why We Picked the 1957 Winning Ads" Chairman, Leo P. Bott, Jr., Leo P. Bott Advertising Agency
 J. W. Cole, dean, Medill School of Journalism, Northwestern University
 Hugh Sargent, School of Journalism and Communications, University of Illinois
 12:00 noon Ladies' luncheon and style show, Waldorf Room, Conrad Hilton Hotel. Maggie Daly, fashion commentator
 5:30 p.m. Reception and Dinner, trade paper editors and AIL staff. Conrad Hilton Hotel
 6:30 p.m. Reception and Dinner, Old Timers Club, Laundry and Cleaners Allied Trades Association, Founders Hall, Stock Yard Inn. Presiding, Harlow A. Gaines

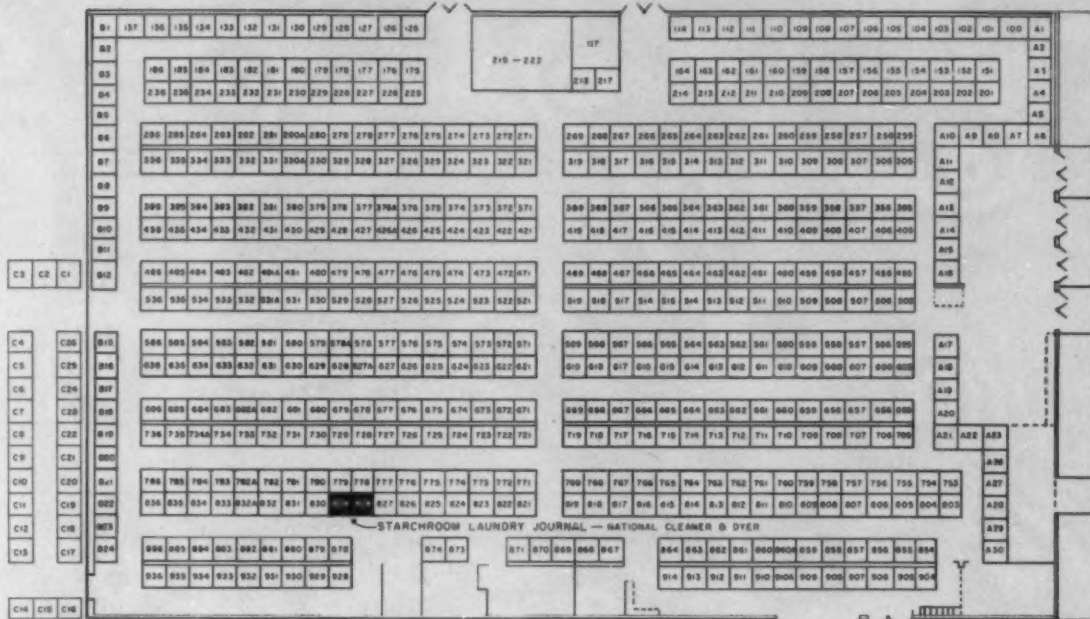
SATURDAY, MARCH 1

8:45 a.m.-11:45 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Albert Johnson, general manager, AIL
 Film, "The Atom Comes to Town"—U. S. Chamber of Commerce
 Address—Thelma Beresin, Gray & Rogers, Advertising-Public Relations
 "Who Says That Routemen Can't Sell?"—Israel D. Fink, G and K Corporation, Minneapolis
 Address—Senator Spessard L. Holland, Florida. Introduction, John H. Monahan, director, District 1, AIL
 12:00 noon-5:30 p.m. Exhibit open, Donovan Hall, International Amphitheatre
 12:15 p.m. Luncheon Meeting, Council of Laundry Association Executives, Room 13, Fourth Floor, Conrad Hilton Hotel. Presiding, Wilson A. Leese, executive secretary, Ohio Laundryowners Association
 5:00 p.m. Business Meeting and Reception, AIL Alumni Club, Beverly Room, Conrad Hilton Hotel. Presiding, Frank Fite, president, AIL Alumni Club
 7:00 p.m. Seventy-fifth Anniversary Banquet, Floor Show and Dance, Grand Ballroom, Conrad Hilton Hotel

SUNDAY, MARCH 2

9:30 a.m.-12:00 noon Quick-Service Operator Session, Four Seasons Room, Stock Yard Inn. Presiding, Francis J. Raymond, Laundrette, New Albany, Indiana
 "Quick-Service Washing Procedures"—Lee G. Johnston, manager, laboratory division, AIL
 "Quick Service Advertising and Promotion"—Donald Harris, Barrington Laundromat, Barrington, Illinois
 "Coin-Operated Stores"—William S. Watkins, Laundrette, Anderson, Indiana
 Open Forum
 Exhibit open, Donovan Hall, International Amphitheatre

LIST OF EXHIBITORS



EXHIBITOR

AA Laundry Machinery Co., 1110 S. Kedzie Ave., Chicago 12, Ill. 480, 481
 Abso-Clean Chemical Co., 6017 E. McNichols Rd., Detroit 12, Mich. 733
 Ace Cabinet Corp., 358 Belleville Ave., New Bedford, Mass. 180, 181
 Acme Nylon Products, Inc., 34 Walker St., New York 13, N. Y. 911
 Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio A6, A7
 Air-Cooling Engineering Co., P. O. Box 744, Evanston, Ill. 655, 656
 Ajax Pressing Machine Co., Box 449, Salt Lake City, Utah 271-273
 American Associated Cos., Box 4056, Atlanta 2, Ga. 764
 American Brass Co., American Metal Hose Div., P. O. Box 719, Waterbury 20, Conn. 128
 American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio 405-411
 American Mat Corp., 2018 Adams St., Toledo 2, Ohio 455-461
 American Permac, Inc., P. O. Box 91, Baldwin, N. Y. 505-511
 American Trade Magazines, Inc., 21 Huron St., Chicago 10, Ill. 555-561
 Anderson Collar Support Co., 1443 E. 120th St., Cleveland, Ohio 182
 Appliance Service Co., Inc., 1821 54th St., Brooklyn 4, N. Y. C1, C2, C3
 Armour & Co., 1355 W. 31st St., Chicago 9, Ill. 104
 Armstrong Machine Works, 816 Maple St., Three Rivers, Mich. 308
 Arrow Mfg. Co., 2924 Terrace St., Kansas City 41, Mo. 129
 Atlas Powder Co., Atlas Bldg., Wilmington 99, Del. A13
 Automatic Launderer & Cleaners, 75 Third St., N. W., Atlanta 8, Ga. 860, 861
 Automatic Switch Co., Florham Park, N. J. 328
 Barker Mfg. Co., 730 E. Michigan Ave., Battle Creek, Mich. 810, 811
 Belnor Inc., 2712 James St., Syracuse, N. Y. 774
 Bishop David Freeman Co., 1600 Foster St., Evanston, Ill. 930
 753-755
 803-805

EXHIBITOR

Bock Laundry Machine Co., Factories Bldg., Toledo 2, Ohio 205-207
 F. H. Bonn Co., 111 N. Hickory Ave., Arlington Heights, Ill. A4
 Boston Clip & Tag Co., 48 Grove St., Somerville, Mass. 756
 G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y. 128
 Butler Mfg. Co., 7400 E. 13th St., Kansas City 26, Mo. 531, 531A
 471-477
 521-527
 Calco Products Co., Inc., 500 Washington-Baltimore Blvd., Brentwood, Md. 631-632
 Callaway Mills, Inc., 295 Fifth Ave., New York 16, N. Y. 863, 864
 Calusa Chemical Co., 2132 Sacramento St., Los Angeles 21, Calif. 426
 Capital Poster Service, Inc., 307 Canal St., New York 13, N. Y. 154
 Carman-Conley, Inc., 1754 W. Walnut St., Chicago 12, Ill. 101, 102
 Carry-Pack Co., Ltd., 9325 Irving Park Rd., Schiller Park, Ill. 778
 Carson Textile Co., Inc., 1-35 Porter St., Philadelphia 48, Pa. 330A
 Challenge Mfg. Co., 7400 E. Bandini Blvd., Los Angeles 22, Calif. 822, 823
 Champion Bag Co., 160 N. Loomis St., Chicago 7, Ill. A3
 Chandler Machine Co., West St., Ayer, Mass. 175-178
 Chevrolet Div., General Motors Bldg., Detroit 2, Mich. 225-228
 Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago 39, Ill. 426A
 Cincinnati Marking Tag & Supply Mfg. Co., 12 E. Ninth St., Cincinnati 2, Ohio 671-675
 W. M. Cissell Mfg. Co., Inc., 831 S. First St., Louisville 1, Ky. 721-725
 Clary Corp., 408 Junipero St., San Gabriel, Calif. A28
 Clayton Mfg. Co., 401 N. Temple City Blvd., El Monte, Calif. 371-374
 Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich. 421-424
 Cleaners Service Co., 47 Vine St., Cincinnati 2, Ohio C4
 Cleaning & Laundry Age, 370 Lexington Ave., New York 17, N. Y. 873, 874
 830, 831
 285, 286
 A12

PULL OUT—EXHIBITORS' LIST Continued

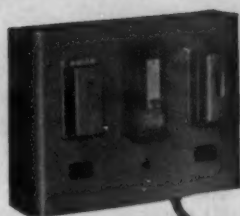
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EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
National Cleaners Chemical Mfg. Co., 2809 W. Lake St., Chicago 12, Ill.	A27	Speare Co., 2235 S. Ford Ave., Chicago 16, Ill.	276
National Combustion Co., Div. Public Service Heat & Power Co., Inc., 101-06 43rd Ave., Carena 68, N. Y.	161	Speed Check Co., Inc., 542 Courtland St., N. E., Atlanta 8, Ga.	C9, C10
National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio	821-823	Speed Queen, Div. of McGraw-Edison Co., Ripon, Wis.	605-607
National Rug Cleaner, 305 E. 45th St., New York 17, N. Y.	828, 829	Stadham Co., Inc., 1825 N. 20th St., Philadelphia 21, Pa.	425
Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif.	324, 325	A. E. Staley Mfg. Co., Box 151, Decatur, Ill.	832
New York Pressing Machinery Corp., 880 Broadway, New York 3, N. Y.	467-469 517-519	Stamford Chemical Co., Jefferson & Meadow Sts., Stamford, Conn.	832A
W. H. Nicholson & Co., 12 Oregon St., Wilkes-Barre, Pa.	907-909	Standard Financial Corp., 530 Fifth Ave., New York 36, N. Y.	103
Norman Central Co., Inc., 5454 W. Higgins Ave., Chicago 30, Ill.	280	Sta-Nu Corp., 4850 W. Belmont Ave., Chicago 41, Ill.	258-260
Nu-Pro Mfg. Co., 2918 Washington Ave., St. Louis 3, Mo.	B24	Starchroom Laundry Journal, 305 E. 45th St., New York 17, N. Y.	828, 829
Olin Mathieson Chemical Corp., Mathieson Industrial Chemicals Div., Mathieson Bldg., Baltimore 3, Md.	485, 486	Stauffer Chemical Co., 380 Madison Ave., New York 17, N. Y.	819
Olson Filtration Engineers, Div. of The American Laundry Machinery Co., 5024 Section Ave., Cincinnati 12, Ohio	210	Steele Canvas Basket Co., Inc., 199 Concord Turnpike, Cambridge 40, Mass.	279
P & H Industries, Inc., Dorchester House, Dallas, Tex.	274, 275	J. W. Steele & Co., 12th Ave. & Howell St., North Kansas City 16, Mo.	105
Pantex Mfg. Corp., P. O. Box 660, Pawtucket, R. I.	312-319 262-269	R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.	A20 375, 376
Para-Lux Products Co., 4158 W. Schubert Ave., Chicago 39, Ill.	708	Strike's Laundry Machinery, 1844 Cypress Ave., Los Angeles 65, Calif.	284
Patterson-Kelley Co., Inc., East Stroudsburg, Pa.	817, 818	Stry-Lenkoff Co., 817 E. Market, Louisville 6, Ky.	151, 152
Pellerin Milnor Corp., Jackson St. & Air Line Highway in Kenner, New Orleans 19, La.	562-564 612-614	Super Laundry Machinery Co., Inc., 1113 W. Cornelia Ave., Chicago 13, Ill.	281-283
Pennsalt Chemicals Corp., 3 Penn Center, Philadelphia 2, Pa.	711, 712	Superior Laundry Machinery Co., 7001 N. Clark St., Chicago 26, Ill.	933
Per Corp., 295 High St., Orange, N. J.	812	Surehold Div., Nashua Corp., 44 Franklin St., Nashua, N. H.	867
Philadelphia Quartz Co., Public Ledger Bldg., Philadelphia 6, Pa.	326, 327	Swift & Co., Industrial Soap Dept., Union Stock Yards, Chicago, Ill.	776
Pinnacle Products Corp., 188 Tarrytown Rd., Elmsford, N. Y.	B8-B12	Tagit Co., Inc., 1212 11th St., Rockford, Ill.	332
Piolet Bultin & Novelty Corp., 2537 Amsterdam Ave., New York 33, N. Y.	B7	Textile Marking Machine Co., Inc., 2204 Erie Blvd., E., Syracuse, N. Y.	660-662
Pittsburgh Coat Hanger Co., 59 S. 15th St., Pittsburgh 3, Pa.	782A	Thompson & Sons, Inc., 8130 W. 47th St., Lyons, Ill.	777
Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh 33, Pa.	757	Ticketag Corp., 512-14 N. Wrenn, High Point, N. C.	914
Pittsburgh Waterproof Co., 2537 Penn Ave., Pittsburgh 33, Pa.	C5	Tillery Container Corp., 6000 Wilson Ave., Kansas City 23, Mo.	530
Pre-Marked Strip Tag Co., P. O. Box 2430, San Diego, Calif.	763	Time Savers, Inc., 83 Walnut St., Montclair, N. J.	581-583
Procter & Gamble Distributing Co., P. O. Box 599, Cincinnati 1, Ohio	462	Tingue, Brown & Co., 1765 Carter Ave., New York 57, N. Y.	B15, B16
Prosperity Co., Inc., 125 Marcellus St., Syracuse 4, N. Y.	377-386 427-436	Tops Mothproofing, Inc., 2642 Locust St., St. Louis 3, Mo.	157
Purkett Mfg. Co., 325 E. Third St., Joplin, Mo.	111, 112	Tower Chemicals, Inc., Box 102, Glenshaw, Pa.	910A
Quality Products Co., 5760 W. Grand Ave., Chicago 39, Ill.	179	Troy Laundry Machinery Div., American Machine & Metals, Inc., East Moline, Ill.	767-769 817-819
W. Ralston & Co., Inc., Div. Technical Tape Corp., 256 W. Fordham Rd., Bronx, N. Y.	929	Unimac Co., 723 Ponce de Leon Pl., N. E., Atlanta 6, Ga.	125
Rassenfoss Bag Co., Inc., 1904 Grove St., Glenview, Ill.	280A	Unipress Co., Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn.	365-369 415-419
Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.	771, 772	United Brass Works, Inc., 1589 Atlantic Ave., Brooklyn 13, N. Y.	628-630
Resilla Press Pad Co., 6950 N. Central Park Ave., Chicago 45, Ill.	578, 578A	Vapor Heating Corp., 80 E. Jackson Blvd., Chicago 4, Ill.	107
Revallite Div., Raybestos-Manhattan, Inc., Manheim, Pa.	160	Vic Mfg. Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.	565-569 615-619
Rodin Bros. Co., 1331 S. Michigan Ave., Chicago, Ill.	627A	Wallerstein Co., Inc., 180 Madison Ave., New York 16, N. Y.	208
Rosenthal Mfg. Co., 5033 N. Kedzie Ave., Chicago 25, Ill.	261	Warco Laboratories, 13609 S. Normandie Ave., Gardena, Calif.	515-516
F. H. Ross & Co., 1649 W. Morehead St., Charlotte 1, N. C.	808, 809	Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.	584-586 634-636
Sak-Rak Co., 601 Cole Ave., Monroe, La.	484	A. C. Weber & Co., Inc., 216 N. Canal St., Chicago 6, Ill.	910
Sales Select Co., 70 Allen St., Hartford, Conn.	C23	Western Laundry Machinery Co., 420 E. 10th St., North Kansas City 16, Mo.	758-762
Fred H. Schaub Engineering Co., 2110 S. Marshall Blvd., Chicago 23, Ill.	355-357	Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.	310, 311
Morey Seldin Machinery Corp., 5999 E. 56th St., Indianapolis, Ind.	334	White Machine Co., Inc., 14th St. & Lafayette Ave., Kenilworth, N. J.	83-86
Shields Engineering & Mfg. Co., 277 E. 156th St., Cleveland 10, Ohio	360, 361	Wichita Precision Tool Co., Inc., 450 N. Seneca St., Wichita 12, Kans.	463-466
Small Equipment Co., Div. of The American Laundry Machinery Co., 5010 Section Ave., Cincinnati 12, Ohio	217, 218	Willco Sales Co., 2918 Southwest Blvd., Kansas City, Mo.	334
A. O. Smith Corp., Permaglas Div., 147 S. Indiana Ave., Kankakee, Ill.	935, 936	A. L. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J.	358
T. L. Smith Co., 2835 N. 32nd St., Milwaukee 1, Wis.	117	Wright Mfg. Co., 2902 W. Thomas Rd., Phoenix, Ariz.	A30
X. S. Smith, Inc., Box 272, Red Bank, N. J.	512	Wyandotte Chemicals Corp., Biddle St., Wyandotte, Mich.	610, 611
Southern Mills, Inc., 585 Wells St., S. W., Atlanta, Ga.	478, 479	Yarbrough Supply Co., Inc., 2610 Charlotte Ave., Nashville, Tenn.	126
		Zeidler Mfg. Co., Inc., 633 Concord Ave., Mamaroneck, N. Y.	775
		Sam Zeoli, Inc., 705 Second Ave., New York 16, N. Y.	100
		Zimmerman Products, 2519 Burnet Ave., Cincinnati, Ohio	A1, A2
		Zuckerberg Co., 87 Franklin St., New York 13, N. Y.	677

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Haertel Vaultmaster

*A Vaultmaster
Installation proves your
Company's desire to possess
The finest equipment
For Garment and Fur storage.*



The Vaultmaster is the only patented vault equipment made with all these features in one unit:

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Twenty-seven years' experience . . . Free planning and engineering service . . . Personalized service by our many regional representatives . . . Proven and tested supplies for all types of fur cleaning.



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- ☐ Please send me the free storage vault Planning Kit.
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NEWS

FROM THE ALLIED TRADES

United Brass Moves

United Brass Works, Inc., formerly of Brooklyn, N. Y., has announced the relocation of its plant and offices to new and larger quarters in Randleman, N. C. According to E. J. Berkelhamer of the United Brass organization, the new location will afford manufacturing facilities needed to accommodate increased demand for the company's products. Fifty percent will be added to former facilities, with six acres of land held in reserve for additional expansion. The new location is expected to improve shipping and servicing as well, according to Mr. Berkelhamer.

Green Heads Pantex National Sales



MARVIN H. GREEN

Marvin H. Green has been elected vice-president and sales manager of the Pantex Manufacturing Corporation, Pawtucket, R. I., according to an announcement by company president Norbert House. The Pantex board of directors created the new position and title at a recent meeting.

A prominent figure in the drycleaning and laundry industries for the past 30 years, Mr. Green was previously associated with two other equipment manufacturers in sales executive capacities. He will be responsible for the national sales and service organization maintained by Pantex, and will spend considerable time in the field, assisting distributors and representatives.

The appointment of Mr. Green marks an additional step in the firm's accelerated program to bring improved and expanded service to Pantex equipment owners.

Prosperity Assigns Salinett, Lichtman



GEORGE SALINETT

Announcement of two appointments has been made by the Prosperity Co., Syracuse, N. Y.

George Salinett, organizer of Prosperity's textile machinery department in 1924 and specialist on garment and clothing presses for 32 years, has been named a special consultant. He will study synthetic fabrics for proper steaming, and will make research and analysis studies of the market.



LOUIS LICHTMAN

New sales manager of the textile machinery department is Louis Lichtman. A veteran of more than 40 years in the clothing industry, Mr. Lichtman was instrumental in bringing to the clothing trade steam pressing equipment. He has designed several press models and is considered an expert on plant layouts and service problems. Mr. Lichtman was previously employed by two well-known equipment manufacturers.

Standard Offers Small Business Financing



Through the aid of a \$25,000 check from Standard Financial Corporation, New York, N. Y., Vitale Cleaners, New York, was enabled to purchase new equipment from Metropolitan Dry Cleaning Co., Inc., East Elmhurst, N. Y. With this sale Metropolitan reached a peak of \$5 million in installment sales, according to firm president Robert Gelfand. The \$25,000 check from Standard represented the purchase of the conditional sale contract for Vitale.

"This check," Arthur F. Silbert, vice-president of Standard said, "represents how good business acumen combined with

proper credit and financial arrangements can enable a small business to expand rapidly under business conditions today. Metropolitan's rapid, but stable progress, since its founding in 1952, would have been almost impossible without sufficient financial resources."

Metropolitan is the exclusive franchised distributor for the Forse Corporation and Manitowoc Engineering Corporation.

In the photo Mr. Silbert (second from left) presents the check to Mr. Gelfand, as Frank Vitale (left), president of Vitale Cleaners, and Ben Orland of Metropolitan look on.

Southern Mills Acquires Julliard Facilities

Southern Mills, Inc., Atlanta, Ga., has announced the purchase of all machinery in the A. D. Julliard Division at Aragon, a unit operated by United Merchants & Manufacturers, Inc., New York. Southern president William D. Ellis reports that the transaction is part of the firm's current expansion program. The company manufactures cotton and synthetic fabrics of both woven and knitted goods for drycleaning and laundry plants.

In explaining the move Mr. Ellis noted the growth and expansion of drycleaning and laundry plants in the United States.

Ajax Assigns Cowell



CHUCK COWELL

New distributor for the complete line of Ajax pressing equipment is Chuck Cowell, Cowell Distributing Company, 2133-35 Court Place, Denver, Colo. Mr. Cowell recently visited Ajax headquarters in Salt Lake City, Utah, where final arrangements for the distributorship were completed. Mr. Cowell has had a background of many years with the laundry and drycleaning industry in the Rocky Mountain states.

Buckeye Announces Test Results

The first six months of actual plant use of Buckeye Code 166, the new detergent for perchloroethylene solvent, shows that wetcleaning and reruns are at a minimum while passups are at a maximum, according to a recent report from the Davies-



All New Protective HAND CREAM Especially Designed for Drycleaners



Your hands are often exposed to the injurious, harsh and damaging effects of solvents and chemicals! Now you can enjoy soft, healthy hands with a cream designed especially for you. The high percentage of **Silicone** in Sila-Hand forms a protective coating against the effects of solvents and chemicals. **Lanolin** also is used in Sila-Hand to help replace the natural body oils. Start today to give sore, rough and dried-out hands a treat and protection. Use Sila-Hand regularly. Order from your jobber.

It's New, It's Different, It's Original, Protecting

Warco Laboratories also manufacture many drycleaning and spotting chemicals, including Ten Mini Bleach, All-Color Bleach, Scream Blood, Pre-Oil-Break, Size-Rite and Cefic-X-Sour. Available through leading jobbers everywhere.



Visit our Booth No. 513-516, AII, Chicago, Feb. 26 - March 2, 1958

Young Soap Co., Dayton, Ohio. The firm conducted audits on 48,330 pounds of mixed clothes as they were cleaned in 28 types and makes of synthetic machines. Reports were obtained from all sections of the country during the fall season.

Some 40,430 pieces of clothing were included. Of these, 6,187 or 15.3 percent required spotting, while 32,894 or 81.37 percent were passed. Only 427

or 1.05 percent needed wet-cleaning while 922 or 2.28 percent required a rerun.

John R. Young, sales manager of the Buckeye drycleaning division, states that the audits were made under actual operating conditions by drycleaners who installed the new detergent. Code 166 continues to keep wetcleaning at the lowest level ever possible for drycleaners, Mr. Young said.

For the eleventh consecutive year, Joseph Roling won the award for entering the most accepted suggestions, 268. Runner-up was Elmer Wlach with 95 accepted suggestions.

Of the 2,511 suggestions submitted, 1,131 were accepted.

International Names Four

Four regional sales supervisors for International trucks with Metro bodies have been assigned by L. W. Pierson, manager of sales, motor truck division of International Truck Division, International Harvester Company, Chicago, Ill. They will operate under the direction of V. I. Pearson, general supervisor of Metro sales.

R. E. Hume has been appointed Eastern region Metro supervisor, with responsibility for sales in Maine, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey and portions of New York and Pennsylvania. He formerly served as assistant district manager at Albany.

East-Central region supervisor is former Buffalo assistant district manager W. W. Allen. His territory includes Maryland, Delaware and portions of New York, Pennsylvania and Ohio. E. W. Dodson, former assist-

ant district manager at Cincinnati, has responsibility for the Southern region, including Georgia, Alabama, Mississippi, North Carolina, South Carolina, Virginia, Kentucky, Tennessee, Florida, Louisiana and parts of Ohio and Indiana.

Central region Metro sales, covering Wisconsin, Michigan, Illinois and part of Indiana, will be supervised by J. W. Kalmes, former Metro sales engineering consultant.

American Laundry Presents Suggestion Awards



Five employees of The American Laundry Machinery Company, Cincinnati, Ohio, recently received checks for the entries they submitted in the firm's twenty-ninth annual suggestion award contest. The suggestions made were on product and production improvement.

Harry W. Knox, third from left, manager of American Laundry's Cincinnati plant, presented award checks to (left to right) Joseph Roling, second prize; Elmer Wlach; Ray Roberts, first prize; Earl Gaukel, fourth prize, and William Springmeier, third prize.

Flexonics Assigns Strother



JAMES R. STROTHER

James R. Strother has joined Flexonics Corporation, May-

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TO BETTER SERVE YOU, WE ARE MOVING TO:

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- Adding Fifty Percent to Our Present Facilities
- Six Acres of Land for Additional Expansion
- Skilled Personnel Will Be at Your Service
- Shipping Schedules Will Be Accelerated
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- Overall Improved Service

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CONVENTION

AS OF JANUARY 1ST, 1958, OUR NEW ADDRESS WILL BE

UNITED BRASS WORKS, INC.
RANDLEMAN, NORTH CAROLINA

wood, Ill., as assistant sales manager for industrial hose products. In his new position Mr. Strother will direct Flexonics' national sales program to equipment manufacturers for metal, synthetic rubber and plastic hose products.

Before joining Flexonics, Mr. Strother was employed for nine years as a sales engineer with Phillips Petroleum Co. and was Chicago regional manager for Aeroquip Corporation.

Atlas Promotes Malinowski

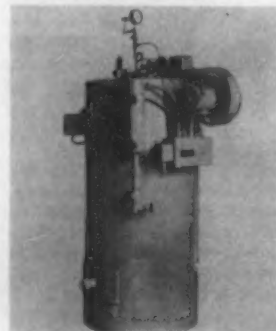
Theodore P. Malinowski has been named assistant director of product development in the Chemical Division of Atlas Powder Company, Wilmington, Del. The announcement was made by F. Faxon Odgen, director of product development.

Formerly development manager in the department, Mr. Malinowski will direct the exploratory field development and marketing research sections.

Mr. Malinowski joined Atlas in 1956 after 10 years service as a development engineer in the product development department of Monsanto Chemical Company's Plastics Division. He received a bachelor's degree in chemistry from Brown University in 1942.

made from Merasol; no separate emulsifier is needed. For additional information write to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Fulton Tubeless Boiler



A fully automatic gas or oil-fired tubeless boiler has been produced by Fulton Boiler Works. The burner, which is an integral part of the boiler, sends a low rotating flame down the length of the furnace. The natural tendency for heat to rise

NEW PRODUCTS AND LITERATURE

Continued from page 10

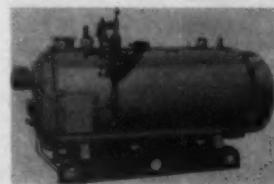
slows the movement of the gases so that the furnace can absorb the maximum amount of heat from the radiant flame. When the gases reach the very bottom of the furnace, they then turn upward to make a complete second pass around the outside shell. The remaining heat in the bases is transmitted by convection and conduction into the pressure vessel.

For further information on this package-type, completely assembled boiler, write to Fulton Boiler Works, P. O. Box 122, Pulaski, N. Y.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **NATIONAL CLEANER & DYER**.

A Correction



On page 87 of the December issue a picture of the Monitor packaged boiler was inadvertently printed with the base of the boiler in a vertical position. The boiler is illustrated here in the correct position.

The Monitor boiler is available through 60 hp. or 2,070 pounds of steam per hour, and can be fired with oil or gas or provided with a combination burner. The Monitor is complete, including insulation and metal jacketing. The unit is ASME-code and UL-approved.

Monitor packaged boilers are manufactured by the Cleaver-Brooks Company, 358 E. Keefe Ave., Milwaukee 12, Wis.

PEOPLE AND PLACES

NORTH CENTRAL



Raymond M. Gibbs has purchased Gibbs Cleaning Co., 5509 Truman Rd., Kansas City, Mo. Mr. Gibbs had managed the firm since the death of his father in 1954.

Esquire Cleaners, 5620 N. Western Ave., Chicago, Ill., has added a storage vault.

American Ideal Cleaning Co. recently celebrated the grand opening of its new drive-through plant at 10341 Michigan, Chicago, Ill.

A storage vault has been added at Kircher Cleaners, 2611 Broadway, Rockford, Ill.

Wixom Cleaners has been opened in the Schneider Bldg.

at 49331 Pontiac Trail, Keego Harbor, Mich., under the management of Mrs. Helen Forgette.

Pipps Hutchinson (Minn.) Cleaners has added a storage vault.

Semon's Dry Cleaners, West St., Caldwell, Ohio, recently celebrated its twenty-fifth anniversary. The establishment is owned by Harry A. Semon.

A grand opening was held recently at Armen Cleaners, 4409 Oakton, Skokie, Ill., by Carl Cardella.

Bob and Dell Williams, owners of Bodell Cleaners, 577 N. Milwaukee Ave., Wheeling, Ill., re-

cently celebrated the grand opening of their second establishment, in the Dunhurst Park 'n Shop Center.

Saveway Cleaners has moved from Monroe St., Sylvania, Ohio, to 5681 N. Main, and has changed the name to Top Value Cleaners and Laundry.

Mitze Cleaners, Cedar Falls, Iowa, has added a storage vault.

D. W. Barr and son, David, proprietors of Winamac (Ind.) Cleaning Works & Laundry, have purchased a drycleaning establishment in Rochester from Richard Polstra.

Nathan Kabakoff, proprietor of Conlee Continental Cleaners, recently held open house at the establishment, located in the White Oak Shopping Center.

Bird's Drive-In Cleaners, 790 N. Water St., Decatur, Ill., has been purchased by Ray D. and Opal B. Triffet from Harold R. Bird.

My Favorite Cleaners has opened a branch at 2607 Pierce St., Sioux City, Iowa. George and Florence Shrago are the owners of the new drive-in.

Hampton Cleaners-Laundry has leased space in the new Rapp's Shopping Center, 6800 Natural Bridge Blvd., St. Louis, Mo. The new location will bring to 31 the total number of plants and outlets operated by the firm.

A grand opening was scheduled recently at Kooyers Cleaners, 853 W. Broadway, Muskegon, Mich., by Fred Kooyers and his son, Don.

SOUTH EAST



Lowell G. Hite has purchased Alexander Cleaners, Inc., 412

Commercial St., Clifton Forge, Va., and will operate under the

air vacuum system

sets new profit records
serves 2 to 200 machines



Pays for itself these many ways:

- No steam used for vacuum
- Saves up to 40% on fuel
- Quick cooling and setting
- More powerful vacuum
- Faster, quieter pressing
- Low current consumption
- Improved quality
- No special foundation needed
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DYED
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or SUEDE**

AT LOWEST
WHOLESALE PRICES

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DYE HOUSE

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PRICE LISTS SHIPPING
LABELS LISTING SHEETS
ADVERTISING SENT UPON
REQUEST WITH NO ORDER

Complete Service—gloves, jackets, coats—everything in suede

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on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK—400 Pages
(10,000 entries). Durable bound in heavy duck with leather covers\$ 6.00

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(1,200 entries). Board covers, marbled binding 1.50

LOOSE LEAF BINDER 5.00

LOOSE LEAF SHEETS: 100 2.50

250 5.00

ALL PRICES 500 9.00

PREPAID 1000 15.00

Send orders with remittance to:

NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

name of Hite's Friendly Cleaners. The establishment has been completely remodeled.

Billy E. Wilhoit and R. L. Phlegar have purchased French Dry Cleaners, Johnson City, Tenn., it was announced recently.

New drycleaning equipment has been installed in Smith Dry Cleaners, Kenansville, N. C.

Kraus & Co., Memphis, Tenn., celebrated its seventy-fifth anniversary recently. The firm is headed by H. R. Rutstein, president; Hugh Lawless, Jr., general manager and treasurer, and Marx Borod, secretary.

Ace 1-Hour Valet Service has opened a branch in the Kwik-Check Shopping Center, 1342-B Spring Hill Ave., Mobile, Ala. The firm's other location is at 1002 Fulton Rd.

The grand opening of Sunshine Dry Cleaners and Laundry on Cleveland Ave., Fort Myers, Fla., was held recently. The establishment, formerly Satchell's Laundry, has been completely remodeled.

Mr. and Mrs. Harvey Stinespring have purchased Ayers Clifton Forge (Va.) Cleaners, 417 E. Ridgeway. Mr. Stinespring is a graduate of the NID.

Groom Cleaners, 225 S. Ninth St., Opelika, Ala., held a grand opening recently. The establishment, formerly known as Jack's Cleaners, is now owned by Joe Groom.

Edward M. Strange has assumed ownership and management of McMillan's Cleaners, 537 N. Raleigh St., Rocky Mount, N. C. The establishment will be known as Imperial Cleaners.



SOUTH WEST

A grand opening was scheduled at Flair Cleaners, 18506 E. Alosta, Azusa, Calif. This marks the twenty-fifth unit in the establishment's operation.

Ivan and Linda McCumber, operators of Vogue Cleaners, Modesto, Calif., have opened a branch office at Fourth St. and Whitmore Ave. in Ceres.

Lon Carmickle, owner of Lon Cleaners, Abernathy, Tex., has announced addition of new equipment.

Norton's Drive-In Cleaners has been opened at 70 W. Main St., Woodland, Calif. Howard Norton, owner, also operates Dutcher Bros. Cleaners and Norton's Launderette.

Philip and Rose Brown have announced plans to purchase El Rancho Cleaners, 4000 Burbank Blvd., Calif., from E. A. Fultz.

Paul and Bess Maglione have announced the opening of their new Foothill Cleaners at 941½ W. Foothill Blvd., Monrovia, Calif.

Cardinal Cleaners has opened a branch at the Country Shopper Center on Alpine Rd., Ladera, Calif. Since the death last April of Emmett Casey, the

business has been managed and expanded by his wife, Clara, and son, Don. The new unit will be known as Clara's Cardinal Cleaners.

Sam Saito has purchased El Paso Cleaners, 10 E. Bijou St., Colorado Springs, Colo., from Ted Fankell.

Art Gilb and Ancil Swagerty, operators of Seabreeze Cleaners, 530 N. El Camino Real, San Clemente, Calif., have purchased the former Lido Cleaners, 30846 S. Coast in South Laguna.

A drycleaning establishment has been opened in the recently constructed building at 10th and Roosevelt, Great Bend, Kans.

Mr. and Mrs. Jack Blankenship are the new managers of Clear Lake (Calif.) Cleaners.

Mr. and Mrs. Jack Oglevie, who have operated Fashion Cleaners, Belleville, Kans., for the past few years, are in a new location at 1905 M St., under the name of Jack and Nora's Cleaners.

Terry's Cleaners has been opened at 821 Borregas Ave., Sunnyvale, Calif., it was announced by E. A. Terrehoff, proprietor.

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FIVE-YEAR WRITTEN GUARANTEE

Let Berlou's own factory representative help you plan a profitable mothproofing department. Berlou, established in 1930, is used by more professional mothproofers than all other mothproofs combined. Write for Berlou Profit Builder Plan. Berlou Manufacturing Co., 435 Monroe Street, Marion, O. In Canada, The Berlou Company, Ltd., London, Ontario.

A grand opening was held recently at Mariposa Dry Cleaners and Shirt Laundry, located in the new Mariposa Gardens Shopping Center, Homestead Rd. at Layton, Santa Clara, California, it was reported recently.

NORTH EAST



Harry L. Cook, Inc., has been opened in the New Hartford Shopping Center, Clinton, N. Y. The firm operates three drycleaning plants in Syracuse.

John C. Fiore is the owner of Stop 'N Save Cleaners, which opened recently at 10 Union Ave., Framingham, Mass. The premises were formerly occupied by Jay Cleaners.

Universal Laundry, Inc., and E. L. Watkins & Co., Portland, Me., have consolidated their operations, according to a recent announcement by Walter L. Spallholz, president of Universal, and Melvin H. Watkins, president of E. L. Watkins. Mr. Spallholz will head the combined operations, which will operate under the name of Universal-Watkins. Mr. Watkins will head the drycleaning division.

Dominick Tomasone has established Towne Cleaners, 3878 Merrick Rd., Seaford, N. Y.

Kent Cleaners has been opened in the new Commack Shopping Center on Jericho Turnpike, Lake Ronkonkoma, N. Y.

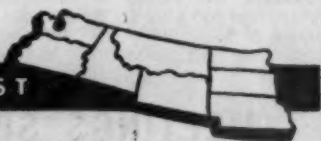
Post Dry Cleaners has been opened at 680 Holmdel Rd., Hazlet, N. J., by Merrill Martin, a graduate of the NID.

The official opening of Art's Drive-In Cleaners, North St. at Rockwell Ave., Middletown, N. Y., was held recently by Arthur Seligman.

Crystal City Dry Cleaners, 69 E. Market, Corning, N. Y., has added a storage vault.

An official opening, with City Councilor Joseph C. White cutting the traditional ribbon, was held at Lewandos Cleaners, 1634 Blue Hill Ave., Mattapan, Mass.

NORTH WEST



New equipment has been installed in Hollywood Cleaners, Lincoln, Neb. Lyle Owens is the owner.

Al Rider has purchased Fashion Cleaners, 120 S. Seventh, Klamath Falls, Ore., from Elmer

Blevins, according to a recent announcement.

Mrs. Veryl Fravel and son, George, have opened a new drive-in drycleaning plant in Kearney, Neb. The Fravels for-

NEW ALL-IN-ONE DELUXE FLOOR MODEL **BAGGER**

Aluminum hanger rod telescopes into one inch tubular stand. Pull up rod to any desired point. Adjusts up to 69". Release by light touch of foot pedal. **Only \$16.95**

Also available Standard Bagger for wall or ceiling **\$6.95**

Ships Parcel Post

The deluxe bagger ships individually boxed with the base knocked down for Parcel Post shipping.



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NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

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NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

Sold through Drycleaning and Laundry Jobbers



NEW IMPROVED '56 REEL GARMENT HOLDER

"It's All in the Reel"

Sturdier—even more efficient and trouble free! Thumb-control button releases or retracts the 5 ft. Nylon Cord to desired length. 200 lb. strength test. Ideal for spotting board or ironing board. "The reel does it." **Only \$3.95**



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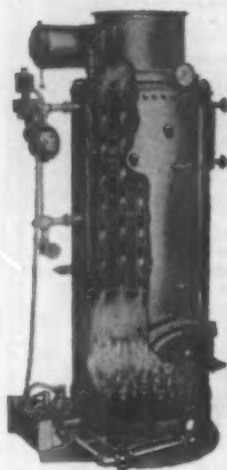
3827 San Fernando Road, Glendale 4, Calif.

Exhibit—A.J.L. Chicago, Feb. 26-Mar. 2—Booth 324-325

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Where floor space is limited and cost a major consideration these boilers are an efficient and reliable source of steam. Because they are equipped with automatic controls factory wired and piped, the installation is simple and inexpensive.

Made in eleven sizes from
3 H.P. to 50 H.P. 100 lbs.
working pressure.

LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

if
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LINT
problem!



Your **TUMBLER** Needs The New

D-LINTER
Static Grounding Device

Patent Applied For

Removes Lint—Reduces Fire Hazard

Actual field tests have proven the D-LINTER is up to 95% effective in removing troublesome lint caused by static electrical charge generated inside the cylinder. It's simple to install and ground to a water line.

You are cordially invited to see the New dress **FASHIONER ADJUST-FORM**, the New **SPOT-O-MATIC** & other products Demonstrated at the A.I.L. BOOTHS 463 - 464 - 465 - 466

WICHITA PRECISION TOOL CO., INC.

450 N. Seneca

FIRST TIME OFFERED
AT ONLY

\$12.50 EACH

Complete with 8 ft. ground wire, ground clamp, 2 attaching screws and detailed simple installation instructions. Replacement brushes \$1.25 each.

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... is the easy way
to finish Orion-Dynel
fur-like pile fabrics
**IN YOUR OWN
TUMBLER,**
after dry cleaning.

\$23.00 BUYS ALL YOU NEED FOR 64 GARMENTS

SEE YOUR JOBBER OR WRITE DIRECT

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N. Y.

merly operated Mercury Cleaners in Grand Island.

Wardrobe Cleaners of Coos Bay, Ore., has opened its new drive-in at 755 Newmark Ave. in Empire. Brothers Bill, Carl and Joe Auer are the owners.

Richard Heft, who was the lessee of P & B Cleaners in Alma, Neb., for several years, has purchased the establishment from Allen W. Parker.

Eugene Harris and Harold Gregurich have purchased Croghan Cleaners, Fremont, Neb., from G. E. (Gerry) Bentz, according to a recent announcement.

W. D. Pate and his wife, Anna, have opened a drycleaning establishment at 315 E. 13th Ave., Eugene, Ore.

Mr. and Mrs. Thelma Pursley, new owners of Andy's Drycleaners, Aurora, Neb., recently held open house.

DOMINION of CANADA



South Side Cleaners plans construction of a \$40,000 plant at 8905 99th St., Edmonton, Alta.

Construction is well under way at Carson Cleaners, 640 13th Ave., Hanover, Ont., according to a recent announcement.

Cushnie Dry Cleaners, Geraldton, Ont., has been sold, it was announced by Mrs. Ann Cushnie.

LeHave Cleaners Ltd., which recently purchased Superior Dry Cleaners, has moved to new quarters at 630 King St., Bridgewater, N. S.

Stanley M. Simon is the new manager of Reliable Cleaners, Halifax, N. S.

Mr. and Mrs. Ed Steer have opened Bestway Cleaners in a new building on Trans-Canada Highway, Whalley, B. C.

Plans have been announced for the establishment of a drycleaning concern at Barrington and Prince Sts., Halifax, N. S.

D. A. Valeriote, proprietor of Master Cleaners, was granted permission to build a new drycleaning plant on Edinburgh Rd. near Aberdeen, Guelph, Ont.

MEETINGS SCHEDULED

February 14, 15 and 16—Nebraska State Drycleaners Association-Iowa State Drycleaners Association (Little National Convention), Hotel Sheraton-Fontenelle, Omaha, Nebraska.

NATIONAL CLEANER & DYER

THE BEST FOR LESS!



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February 15 and 16—New Mexico Drycleaners Association, Annual Convention, Holiday Inn, Roswell.

February 21 and 22—South Carolina Association of Launderers and Cleaners, Annual Convention, Francis Marion Hotel, Charleston, South Carolina.

February 26, 27, 28, March 1 and 2—American Institute of Laundering, Annual Convention and Exhibit, Conrad Hilton Hotel and International Amphitheatre, Chicago, Illinois.

March 7—Connecticut Launderers & Cleaners Association, Inc., Annual Convention, Hotel Statler, Hartford.

March 7 and 8—North Carolina Association of Launderers & Cleaners, Inc., Annual Convention, Hotel Charlotte, Charlotte.

March 22 and 23—Oklahoma Association of Drycleaners, Annual Convention, Biltmore Hotel, Oklahoma City.

April 12 and 13—Laundry Owners & Drycleaners of North Dakota, Annual Convention, Jamestown.

May 14, 15, 16, 17 and 18—Laundry and Cleaners Allied Trades Association, Annual Convention, Sun Valley, Idaho.

May 15, 16 and 17—Idaho State Launderers & Dry Cleaners Association, Annual Convention, Owyhee Hotel, Boise, Idaho.

June 5, 6 and 7—Pacific Northwest Launderers & Dry Cleaners Association, Annual Convention, Empress Hotel, Victoria, British Columbia, Canada.

June 13, 14 and 15—California Drycleaners Association, Annual Convention, LaFayette Hotel, Long Beach.

June 20 and 21—West Virginia Launderers & Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.

Continued on page 100



BOCK-O-MATIC 85 TRAY-EX



BOCK-O-MATIC 85 TRAY-EX

TRAY TOPS
IN MANY COMBINATIONS Can Be Fitted to Any Open-End Washer. No Heavy Lifting—No Carts—No Mess. Tray Top Drains Into the Extractor.

FULLY AUTOMATIC
Cover Opens Automatically at End of Cycle. Mechanical Timer Starts, Stops and Opens Extractor.

BOCK GYRO-BALANCING
Perfected by Bock—Originators of Self-Balancing Extractors. Smaller Center Post—No Drive Pins.

BOCK-O-MATIC DRIVE
Highly Successful Bock Fluid Drive Coupling Combined With Patented Self-Adjusting, Automatic Brakes. Reduces Burden on Motor, Increases Motor Life. No Restrictions on Starts Per Hour!

HIGH SPEED
Over 1600 RPM. The Fastest 30" Extractor on the Market. Extracts 85 Lbs. Every 6 Minutes.

CONVENIENT
Ample Toe Space. Big 23" Basket Opening for Easy Loading of Shag Rugs, Wetted Shirts.

Out-produces extractors of much greater capacity.

CAN BE INSTALLED ON MOST FLOORS...NET WEIGHT 935 LBS. SHIPPING WEIGHT 1175 LBS.



BOCK-O-MATIC 85 EXTRACTOR
85 LB. (DRY WEIGHT) CAPACITY
BOCKLITE (FIBERGLAS) CURB
DEEP 30" DIAMETER BASKET

SEE YOUR DEALER FOR DETAILS

BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS



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Sun Glow
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Vertical flueless
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Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

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TRIPL-SAFE GRID PLATE Masters ANY Fabric

The Grid Plate
that CAN'T
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1. Perf. floor
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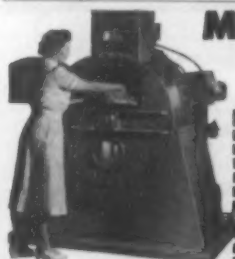
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☐ 40 pound
☐ 60 pound

Laundry Washer
Extractors

- ☐ 60 pound
☐ 100 pound
☐ 200 pound

NAME _____

ADDRESS _____

CITY _____

STATE _____

Continued from page 99

October 10, 11 and 12—Ohio Drycleaners Association, Annual Convention, Hotel Cleveland, Cleveland, Ohio.

OBITUARIES

William B. Brown, 54, co-owner of Mercury Cleaners, Costa Mesa, California, died recently. He was a former professional boxer and manager of a stable of boxers. Mr. Brown and his partner purchased the drycleaning establishment in 1946. An active member of the Costa Mesa Lions Club, Mr. Brown served a two-year term on the board of directors. He was a member of the Moose Lodge. Survivors are his wife and three daughters.

Thomas A. Grubbs, 52, owner of Grubbs Vogue Cleaners, Indianapolis, Indiana, died recently. A native of Mt. Sterling, Kentucky, Mr. Grubbs had lived in Indianapolis for 38 years and had operated the drycleaning establishment for 21 years. Surviving is his wife.

Joseph Samuel Hanbury, Sr., 59, owner of Cradock (Virginia) Cleaners, died recently after a short illness. Mr. Hanbury is survived by his wife and two sons.

Edward F. Peterson, Sr., founder of Ideal Cleaners and Laundry, McCook, Nebraska, died recently at Rochester, Minnesota. Mr. Peterson established the drycleaning business in 1919. His son, Edward, Jr. has been at the head of the firm for the past several years.

Frank J. Smith, 49, proprietor of Langley Cleaners, Cornwall, Ontario, Canada, died suddenly at work on December 12. A resident of Cornwall for 18 years, Mr. Smith was active in Cornwall sport circles and was vice-president of the Cornwall Chevie Hockey Club. Surviving are his wife, a son and a daughter.

George L. Turner, 72, retired owner of Fashion Cleaners, Indianapolis, Indiana, died recently. Mr. Turner retired from the drycleaning establishment a year ago. He was treasurer emeritus of the Indiana Launderers and Dry Cleaners Association and past president of the Southeastern Dry Cleaners Association. He was a member of the Universal Club, Downtown Kiwanis Club, Gatling Gun Club and Capital City Masonic Lodge. Surviving are his wife and daughter.

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Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross \$15,000. Ideal for couple; health forces sale. Quality Cleaners, 117 E. Jefferson, Clinton, Mo. 8923-2

For sale: Cleaning plant in thriving Oregon town. Air base under construction, other major industries soon due; \$30,000 gross at \$1.75 prices, good lease, well worth \$16,500. \$5,000 down with easy payment. Mr. E. L. Blevins, 129 S. Seventh St., Klamath Falls, Ore. 8243-2

Southern Indiana cleaning plant. A-1 equipment, doing \$35,000 yearly, priced at \$35,000. Long-term lease on building, with option of buying. Living quarters optional. Osgood Cleaners, Osgood, Indiana. 8399-2

California central valley, combination 4% solvent drycleaning, laundry and linen supply. Volume \$80,000 annually, increase 10% yearly. Two parcel deliveries and equipment excellent condition. Ample floor space, long building lease or sale. Owner retiring. ADDRESS: Box 8302, NATIONAL CLEANER & DYER. -2

FOR QUICK SALE—MODERN CLEANING PLANT, LAUNDRY, BUILDING. COMPLETE PRICE \$18,999. TERMS AVAILABLE. ONLY PLANT IN TOWN. Chance of a lifetime. Box 544, Big Sandy, Montana. 8317-2

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established location 28 years. Just off Wilshire Boulevard. \$90,000 will handle. Good lease. Ample parking. ADDRESS: Box 8321, NATIONAL CLEANER & DYER. -2

Drycleaning and laundry drive-in, main thoroughfare. Fastest growing section of metropolitan Washington, D. C. \$100,000 dollar missile plant being built within a few blocks. \$100,000 gross sales. Building 90 x 100, adjoining lot 50 x 280 ft. from street to street. An open invitation to triple volume. Owner retiring. \$130,000 including property. Terms to responsible people. ADDRESS: Box 8354, NATIONAL CLEANER & DYER. -2

Middle Tennessee: Well-equipped solvent plant. Doing good business. Thriving industrial town, priced for quick sale. \$6,000. ADDRESS: Box 8348, NATIONAL CLEANER & DYER. -2

BALTIMORE, MD. COMPLETE DRYCLEANING PLANT, CENTRALLY LOCATED, WITH CASH-AND-CARRY BUSINESS OF \$20,000-\$25,000 YEARLY VOLUME. GOOD LEASE, REASONABLE RENT, EXCELLENT EQUIPMENT, NEW BOILER. REASON FOR SELLING, WE BOUGHT LARGER PLANT. COUNTER VOLUME CAN BE INCREASED 25% AT ONCE BY EXPERIENCED OPERATOR. THIS LOCATION ESTABLISHED FOR 25 YEARS. PRICE \$15,000. CAN BE BOUGHT WITH ONE-HALF DOWN AND BALANCE FINANCED. BRILLIANT CLEANERS, 1948-50 W. BALTIMORE ST., BALTIMORE 23, MD. 8370-2

COLORADO DRYCLEANING BUSINESS, doing an excellent business, for sale. In very fast growing city, best location in town. Owner retiring. Write for information, City Cleaners, 1516 Main Ave., Durango, Colo. 8371-2

Modern downtown drycleaning plant in active fast-growing desert town. 1956 gross \$58,000 with above-average net. Business priced at \$50,000 with long-term nominal lease. Business and property \$75,000. Book value of equipment exceeds cost. Terms available to qualified buyer. Write Vernon M. Rees, P. O. Box 816, Blythe, Calif. 8378-2

For sale, wish to retire. Modern drive-in plant. Brand-new Butler automatic solvent equipment. Established 1920. Two new trucks, for storage, shirt laundry, hats. Sell business only or complete. ADDRESS: Box 8373, NATIONAL CLEANER & DYER. -2

Modern, well-established drycleaning, laundry and storage plant doing quality work in industrial New England city, center of a large trading area. REAL OPPORTUNITY for younger man interested in insuring a good future by ownership of his own business. ADDRESS: Box 8374, NATIONAL CLEANER & DYER. -2

LOWER SOUTHWESTERN MICHIGAN: Completely equipped solvent plant with or without income home and store. Business established over thirty years. Located in college and university town. ADDRESS: Box 8376, NATIONAL CLEANER & DYER. -2

FOR SALE AT A BARGAIN: Modern laundry and cleaning plant. All new equipment four years ago. Only laundry in town of 6,000 people. Will sell building or lease it. Also will sell on the payment plan. If interested, inquire P. O. Box 722, Metropolis, Illinois. Telephone number 2151 or 2152. 8384-2

EASTERN VIRGINIA town on water. \$17,000 gross, cash-and-carry solvent plant, has shown steady increase in volume and profit for last five years, all equipment new or rebuilt in last five years and is now in excellent condition, will sacrifice for cash terms if necessary. ADDRESS: Box 8391, NATIONAL CLEANER & DYER. -2

SMALL SYNTHETIC PLANT, EAST COAST FLORIDA. TERMS. ADDRESS: Box 8394, NATIONAL CLEANER & DYER. -2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. TOP prices (suits \$2.50 up, ladies suits \$4.50 up, ladies coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice, due to illness \$5,000 cash or \$7,000. Easy terms, retiring. Exclusive Cleaners, 606 South Main Street, Santa Ana, California, Phone Kimberly 3-7977. 8214-2

DUE TO OTHER INTEREST, WILL SACRIFICE A BEAUTIFUL, MODERN, DRYCLEANING PLANT, IN ARTISTIC ROGUE RIVER VALLEY, ON HIGHWAY 99, 25 MILES FROM CALIFORNIA BORDER. COMPLETELY EQUIPPED, AIR-CONDITIONED, AMPLE PARKING SPACE IN SHOPPING CENTER. BUILDING AND PLANT NEW, FIVE YEARS AGO, AMPLE VOLUME, GOOD LONG-TERM LEASE ON BUILDING, PRICE ONLY \$19,999.99. GRAB THIS WONDERFUL OPPORTUNITY AND BE SET FOR THE NEW BOOM. TOM SHRAEDER, 1922 TABLE ROCK RD., MEDFORD, OREGON. 8404-2

For sale: Strictly modern synthetic plant in fast-growing city located in center of oil and oil shale development in Colorado. Annual gross, \$40,000. Real estate included. Plant features drive-in window, also 1934 delivery truck and one branch pick-up store. Dissolution of partnership reason for selling. Terms if desired. ADDRESS: Box 8405, NATIONAL CLEANER & DYER. -2

Central Florida, solvent plant, gross more than \$30,000, city of more than 50,000. Established 30 years, long lease, excellent equipment, 70% cash and carry. \$12,500 takes it, worth more than double that, owner retiring. ADDRESS: Box 8417, NATIONAL CLEANER & DYER. -2

PLANT FOR SALE in Akron, Ohio. This plant is established 30 years. Owner wishes to retire. Requires small amount of money. Will give 10 year lease. Has a drive-in and good equipment. Two trucks, 1957 and 1955 Chevrolet. Has wonderful future for the right man. Husband and wife can make a lot of money. If interested, would advise you to come to Akron to see it for yourself. DAY CLEANERS, INC., 467 W. Cedar St., Akron, Ohio. 8423-2

CLEANING PLANTS AND LAUNDRIES WANTED

WANTED TO BUY, LARGE CLEANING PLANT. ADDRESS: Box 8403, NATIONAL CLEANER & DYER. -1

BUSINESS OPPORTUNITIES

Experienced men, to open and run small package plant, must invest half with silent partner, who has established business. Store located in western Massachusetts. ADDRESS: Box 8410, NATIONAL CLEANER & DYER. -11

CLEANING AND LAUNDRY SHOP, S. E. Ga. Good location next to college. Low overhead. Equipment valued \$17,000. Ask \$20,000. Write B-9814. **CLEANERS AND STORAGE**, central Ala. Good location, steady trade. Excellent opportunity. Ask \$19,500. Write B-9930. **LAUNDRY, DRYCLEANING, LAUNDERETTE**, E. Florida coast. Net \$8,548. Competition nil. Famous beach city. Ask \$22,000. Write B-9934. **DRYCLEANING PLANT**—Big "D," Texas, New shopping center. New equipment. Main St. Money-maker! Ask \$14,500. Write B-9939. **CLEANING AND LAUNDRY STORE**, Central Ark. Good location. Established 1947. Large volume. Excellent opportunity. Ask \$50,000. Write B-9948. **LAUNDROMAT**, S. Calif. laundry, cleaning and dyeing. Excellent location. Low overhead. Ask \$17,500. Write B-94473. **LAUNDROMAT**, W. central New Jersey. Well established. Good location. Excellent opportunity. Ask \$28,500. Write B-43015. **DRYCLEANING-LAUNDRY**, N. E. New Jersey. Net \$25,000. Near famous seashore resorts. Established 1954. \$22,000 down. Write B-43051. **LAUNDRY AND DRYCLEANING**, E. central Minn. Price \$32,000 including delivery equipment, fixtures, office furniture, inventory and accounts receivable. Gross sales \$46,300 a year, routes and 40 established agencies. Ref. B-62397. **DRYCLEANING PLANT**—Chicago area. Net \$50,000. Draw \$15,000. A-1 equipment. Choice location. Valuable real estate. Write B-62458. **CLEANING PLANT**, N. E. Illinois. Established 1937. Good central location. High gross. Low overhead. Excellent opportunity. Ask \$25,000. Write B-62477. **BUSINESS MART OF AMERICA**, 5723 Melrose Avenue, Los Angeles 38, Calif. 8411-11

SALESMEN-DISTRIBUTORS WANTED

Represent us on a fast-moving line of nylon cord put up on spools and in hanks. Reasonably priced to sell to cover manufacturers and as replacement on press boards. Ross Matthews Corp., Box 1110, Fall River, Mass. 8412-14

DISTRIBUTORS-JOBBER for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO.**, CLAIRTON, PA. Mfrs. of Wire Coat Hangers. 8414-14

SALESMEN-DISTRIBUTORS AVAILABLE

Well qualified manufacturers' representative located New York area, and covering all jobbers east of Cleveland, is interested in securing one additional established account, either supplies or equipment. **REPLY** to Box 8423, NATIONAL CLEANER & DYER. -46

HELP WANTED

SPOTTER: MUST BE QUALITY SPOTTER AND KNOW ALL PHASES OF OPERATING MODERN WASHER-EXTRACTORS PETROLEUM AND SYNTHETIC. OPPORTUNITY FOR RIGHT PERSON TO BETTER HIMSELF. SOUTHERN OHIO. GIVE ALL DETAILS REGARDING SELF FIRST LETTER. ADDRESS: Box 8401, NATIONAL CLEANER & DYER. -7

Quality spotter wanted: For synthetic package plant. Opportunity for advancement with a fast-growing chain. Plant located 19 miles from Boston. State full particulars in reply. ADDRESS: Box 8409, NATIONAL CLEANER & DYER. -7

Representatives for established Manufacturer of Textile Products for Laundries and Cleaners, sold through distributors only. Line features press pads and covers, aprons, bags, treated nylons and textile specialties. In reply, state exact territory covered, lines now handling. Statham Company, Inc., Hexagon Division, 1825-31 N. 30th St., Philadelphia 21, Penna. 8418-7

Silk Spotter, experienced, in Akron, Ohio. Must have references. If you are ambitious and not afraid to work, you can own my drycleaning plant as I wish to retire. This is a wonderful opportunity for a husband and wife to make a lot of money. We have been established here for 30 years. Contact A. H. Tarr at Day Cleaners, Inc., 467 W. Cedar St., Akron 7, Ohio. 8424-7

SITUATIONS WANTED

Experienced silk-wool spotter, quality work. Sober, reliable, married man, desires steady position. Northeastern states. ADDRESS: Box 8303, NATIONAL CLEANER & DYER. 8303-5

MANAGER SILK-SPOTTER, 25 years experience. Capable of training help in all departments. Wants steady position with a future. ADDRESS: Box 8345, NATIONAL CLEANER & DYER. -5

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 48. Twenty-two years in the cleaning industry. ADDRESS: Box 8346, NATIONAL CLEANER & DYER. -5

Partnership or association, man with capital (or business) wanted on either basis. At 50, I'm switching from employee to employer. Have proficient production and promotional experience, and capable management background with advanced ideas for business growth. Residing near New York City. Will relocate for climate betterment. ADDRESS: Box 8378, NATIONAL CLEANER & DYER. -5

Laundry and drycleaning superintendent, 33 years of age, 15 years experience in all departments. Capable of supervising and training employees for any job in the plant. Willing to think and work, with ability to get along with people. Have record of top quality with low productive costs. Can furnish good references. Qualified to maintain boiler and equipment. Will arrange personal interview. ADDRESS: Box 8380, NATIONAL CLEANER & DYER. -5

ALL-AROUND MAN wishes job as **SPOTTER** and **CLEANER** in synthetic package plant, in California or Florida, will consider other states. N.I.D. graduate, 10 years experience, age 31. State salary and hours. ADDRESS: Box 8395, NATIONAL CLEANER & DYER. -5

WORKING SUPERINTENDENT WITH 20 YEARS EXPERIENCE, TRAINING AND WORKING PERSONNEL. GOOD REFERENCE. AVAILABLE NOW. AGE 47, IRISH-AMERICAN. ADDRESS: Box 8397, NATIONAL CLEANER & DYER. -5

MANAGER OR SALES MANAGER: Well experienced in both fields of drycleaning and laundry. Know standard production and efficiency. Have proven record on how to increase your **SALES** by **TRAINING ROUTEMEN**, etc. ADDRESS: Box 8415, NATIONAL CLEANER & DYER. -5

First-class silk spotter and cleaner. Wants position with reliable concern. 32 years experience, 10 years as plant superintendent. Best of reference. James H. Rorie, 22023 South Figueroa St., Torrance, California. Phone FAirfax 8-8492. 8416-5

Production Manager of large drycleaning group in Great Britain, seeks position in U. S. Fully experienced in all aspects of the industry, both technical and administrative, Chemistry degree and ex-R.A.F. officer. Will gladly forward full details on request and will pay own expenses if granted an interview. ADDRESS: Box 8419, NATIONAL CLEANER & DYER. -5

Production and quality, Laundry and Drycleaning Superintendent, hotel, hospital or family plant. Train operators in each department, 10 years with Government, 13 years in Civilian plants. Sober, married. Position must be steady. Will locate anywhere. ADDRESS: Box 8420, NATIONAL CLEANER & DYER. -5

SUPERVISOR: 30 years experience, second generation in industry. NID 1928, diversified experience in production, training and supervision. Age 48, married. Prefer small plant with well adjusted, progressive operator. Frank Hart, 507 Second Ave., Bethlehem, Penna. 8421-5

Expert silk and wool spotter. 25 years experience in all phases of the industry. Can give you high quality work and production. Age 48, desires steady position. Good references. ADDRESS: Box 8422, NATIONAL CLEANER & DYER. -5

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-85

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU**, RT. 3, CHARLOTTEVILLE, VA. 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 5 Commercial Street, Malden 48, Mass. 7577-85

ENGINEERING CONSULTING SERVICE—Drycleaning problems (quality, distillation, filtration, drying, extraction, operating procedures) investigated, analyzed and solved by a graduate chemical engineer. Write for estimate giving details of your problem. ADDRESS: Box 8398, NATIONAL CLEANER & DYER. -25

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"48% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3898-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS**. Original French weaving, reweaving, staining, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TO DAY. R. M. WEISERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 498 Avenue A, Rochester 21, N. Y. 5831-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Ave., New York 21, N. Y. 5966-29

REWEAVING. Complete SALES KIT FREE including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE, 413 Race St., Cincinnati 2, Ohio. 6066-29**

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS, 413 Race St., Cincinnati 2, Ohio. 7369-29**

REWEAVING AT LOWEST WHOLESALE PRICES. 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS, 1412 Adams St., Toledo 2, Ohio. 7446-29**

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. 7003-12**

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 221 County St., Portsmouth, Virginia. 7638-12**

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1197 MAPLE ST. ROCHESTER 11, N. Y. 7856-12**

MISCELLANEOUS

FANTASTIC: So much advertising for so little money. . . . One gross fine quality combs, pocket and purse, gold-imprinted to your specifications (up to 26 letters) for only \$3. Use as gifts to customers or as door openers on solicitations. Orders filled same day received. Send cash or check to Darke Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8830-8

SAVE TIME, MONEY AND CUSTOMERS: The **E Z Darke** drapery price is the quickest, easiest, and most accurate drapery price ever devised. It instantly gives you the exact price to the penny on any drape 2' x 4' up to 10'6" x 9'9" in 3-inch intervals, at rates ranging from 3¢ to 5¢ per square foot in 1/8¢ graduations. Regularly priced at only \$3, special introductory offer, two for \$5. Order filled same day received. Just send \$3 cash or check to Darke Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8821-8

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3. The Laundry Primer50
ABC's of washroom operation
4. Storage for the Drycleaner50
5. Guide to Plant Layout 1.00
making the drycleaning plant more efficient
6. How To Train Finishing and Folding
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7. Manual for Training Wool Finishers 1.00
the complete job on all types of garments
8. Guide to Construction and Remodeling of
Drycleaning Plants 1.00
9. How To Build a Greater Demand for
Your Professional Laundry Services 1.00
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complete textbook on cleaning, repairing
and remodeling furs
12. Legal Decisions for the Drycleaner 2.00
13. The Charged-System Roundup 1.00
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how to identify, clean, spot and finish
all kinds of textiles

To order, check number and mail coupon.
Special rates on quantities quoted on request.

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N-2

NATIONAL CLEANER & DYER

305 East 45th St., N. Y. 17, N. Y.

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My check for _____ is enclosed.

1	2	3	4
5	6	7	8
9	10	11	12
13	14		

Name _____

Firm _____

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City _____ State _____

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Double-breasted suit coats made single. \$9.95 wholesale. Tailoring, any kind. By mail. Also instructions by mail, your inquiries. Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

DIRECT MAIL ADVERTISING for cleaners that gain new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4801 N. W. 2nd Ave., Miami 37, Fla. 5947-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS** and verses. For FREE proofs write **DAVID LILLY CARTOONS**, Box 167, Long Beach, Calif. 7580-10

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MANUFACTURER SELLING OUT SURPLUS 24 x 34 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 408 S. State Street, Chicago, Ill. 5670-15

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We teach re-weaving by mail. New all-metal instrument, easy-to-use instructions. Write for free literature. F. S. Peters, 1901 South Jackson Street, Little Rock, Ark. 8360-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabricoon professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabricoon, Dept. R B, 6838 Broadway, Chicago 40, Illinois. 8390-15

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-47

SUEDE, LEATHER AND FUR SERVICES

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to **THE SUEDE KING**, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 6055-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed **"FRENCH-TEX"** process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE**, 7606 Carnegie Ave., Cleveland 3, Ohio. 7947-13

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 10th of the month preceding that in which the advertisement is to appear.

MACHINERY WANTED

Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carretera a Saltillo No. 1, Monterrey, N. L., Mexico. 8282-3

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

MACHINERY FOR SALE

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8254-4

Hoffman model XC05, XCD56, and XW18 presses, Cissell puffers, Cissell cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8255-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP, 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8256-4

HIGH-SPEED EXTRACTORS, AMERICAN 17", MONEX 15" and 17", BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8257-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 Ninth St., Long Island City 1, N. Y., Stillwell 6-6666. 8291-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4**

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4**

For sale: **FUR FROST FINISHING MACHINE**, practically new, used short period of time, in top condition. \$450 delivered. Merchants Chemical Co., 4007 Crittenden Drive, Louisville, Kentucky. 8346-4

2300 G.P.H. Bowsar Monel screen filter in perfect condition, first \$350 takes it. DeLuxe Dry Cleaning Co., Batavia, N. Y. 8377-4

Mercury 140-F 30 lb. drycleaning machine, 2000 series, 10 HP. Steam-aster boiler, automatic, gas-fired. 25 GPH. Hoffman still (like new). Set puff irons. Hand iron board, spotter board. This is a real bargain complete with electrical boxes. Price \$1,750. Central Drycleaners, 259 E. Jackson St., Martinsville, Ind. Phone DI 2-4403. 8399-4

Hat equipment, for quick sale: automatic pouncer-new, brim jigger, reeding machine, zigzag machine, binding machine, crown ironer, two brim plates, sand bag, blocking machine, 38 long oval blocks. Nevens Co., 1801 Marquette Ave., Minneapolis, Minnesota. 8406-4

For sale—One automatic Luettow polyethylene drycleaning garment-bag-making machine, two months old. Also 35 rolls polyethylene. Machine cost \$750. Any reasonable offer accepted. Write Blue Point Laundry, Blue Point, L. I., N. Y. 8407-4

Prosperity Model 7A synthetic drycleaning unit excellent condition. Used very little. Price \$5,000 F.O.B. our plant, our cost \$10,000. Full automatic operation. Complete with sub filter for backwashing of main filter and solvent recovery from sludge. Glick's Laundry Co., 5180 Delmar, St. Louis, Mo., FO 7-4600. 8413-4

POWER PLANT EQUIPMENT FOR SALE

For sale: One—15HP. Mund high-pressure boiler complete with stack, water pump, automatic gas burner. Excellent condition. In use only four years. \$800. D & J Overall Laundry, Inc., 211 39th St., Moline, Illinois. 8408-36

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CLEANER & DYER**
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OF SUBSCRIPTIONS,
DRYCLEANERS' PAID
ORDERS FOR NATIONAL'S
FEATURES, REPRINTED
IN MANUAL FORM,
TOTAL MORE
THAN
\$5,000
ANNUALLY



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OUR READERS SAY

Appreciative Reader

To the Editor:

This is to acknowledge receipt of the article discussing the history and development of drycleaning.

Thank you very much for your kind cooperation and promptness.

The article was most interesting and informative besides being very helpful in my forthcoming project.

RUSSELL BAUER
New Britain, Connecticut

Measuring Instruments

To the Editor:

On page 121, March 1957 issue of *The NATIONAL CLEANER & DYER*, you write an article on how to find approximate boiler efficiency for natural gas.

I have the thermometer. Where can I buy a low-cost orsat? The simple type that measures only CO₂.

ALFRED A. DEATON
Detan Cleaners
Arkadelphia, Arkansas

The orsat may be obtained from either Hays Instrument Company, Michigan City, Ind., or F. G. Dwyer Company, Chicago, Ill.—EDITOR

Counter-Girl Incentives

To the Editor:

We note that from time to time you receive requests from plantowners for some types of incentive plans for store salesgirls.

If you have any data that would be useful to us would you be kind enough to send it at your convenience.

You have been very helpful in fulfilling our past requests, for which we thank you.

H. L. LEXIER
Queen City Cleaners Ltd.
Regina, Sask., Canada

There are several variations that you might think about in connection with store girl incentives. Some plants pay their employees a flat rate plus a bonus over a certain quota. This quota could be set on the basis for your store sales over the past several months, with a bonus of 5, 10 or 15 percent on any amount over those sales figures. Other plants hire girls on a straight commission basis of 10 or 15 percent. You

would have to check your past sales records to see whether this would be comparable to your present straight salary level or whether the girls would suffer from this arrangement.—EDITOR

Request From Japan

To the Editor:

May I thank you for your past favors which we are receiving from your company. Now, may we ask of you some questions we have on mind as mentioned below:

- (1) Drycleaning use tumbler.
 - (a) Proper amount of air required? (According to the size of the tumblers.)
 - (b) Time required for drying?
 - (c) Temperature required inside the tumbler?
- (2) Laundry use tumbler.
 - (a) Proper amount of air required? (According to the size of the tumbler.)
 - (b) Time required for drying?
 - (c) Temperature required inside the tumbler?

I certainly hope that you may help us out with our problems.

T. KUNITOMO
Engineering Director
Hakuyosha Company, Ltd.
Tokyo, Japan

On the matter of drycleaning tumblers, we attach a tear sheet from our March 1957 Guidebook, which should give you some of the answers you seek. Cubic displacement of air is predetermined by the manufacturers of tumblers and is based on size.

The amount of time required to deodorize a load depends on the size of the tumbler and the condition of the solvent being used. Another factor is the solvent retention present in the cleaning load after extraction. Normally, if solvent retention amounts to only 12 to 18 percent, a load should

be dry in 20 to 30 minutes. Generally speaking, silks are dried at 120° F; soft wools are dried at 140° F and hard wools are dried at 160° F.

We attach other tear sheets that give information you requested concerning laundry tumbling operations.

—EDITOR

Unclaimed Garments

To the Editor:

I would like to know how long it is compulsory to hold garments for customers in our New York City store. Can I charge storage on them at the end of that time if I notify them first that I am going to charge them for storage?

WILLIAM K. BREGGEMAN
Hudson Dye Works
Edgewater, N. J.

At present there is no statute on the books of the state of New York regarding the time limitation for garments to be held by a drycleaner. As we understand it, storage charges can only be made if it is explicitly understood between the plantowner and the customer, at the time the order is placed, that garments are to be held for storage. If such an agreement is made, preferably in writing, then the charge would probably stand up in court.

On the matter of uncollected garments we understand there is a set procedure to follow. Let us say that you want to dispose of uncollected garments. It would be necessary to send the customer a registered letter, receipt requested, stating that the garments were available for pickup, or would be sold if no response was received. This should be sent to the last known address of the customer. In addition public notices must be filed in two newspapers or public buildings.

An alternate procedure has been suggested, although we understand this may not stand up in the courts. If a year has elapsed, a registered letter should be sent to the last known address, as indicated above. If no response is received, the garments can be sold to a second-hand clothier or some other salvage outfit. A receipt of the transaction should be kept. If within a year the owner has not claimed the money received on the sale, this cash should then be turned over to the county treasurer.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.



Are you sure of your shirts?

Are you satisfied with your shirts? Are your customers satisfied?

Nothing builds laundry business faster than a quality washing and finishing shirt job and we have the method that will do it. In fact, the H-K method of shirt laundering makes quality almost automatic—even the inexperienced operator can turn out the finest shirt.

When you call in a Kohnstamm man—you're in business, without paying for mistakes. You can depend on the 107 years of laundering experience that backs him up. He'll give you the benefit of time-tested tips to save you time, trouble and money—show you how to increase shirt volume and boost your profit. Write or telephone your nearest Kohnstamm Service Branch for details on how to improve your shirt business.



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IF you're interested in success (and who isn't?), read these Questions & Answers

Q What is the future outlook for the dry cleaning business?

A The brightest! The U.S. Bureau of the Census forecasts the largest growth in population this country has ever experienced for the next ten years ahead—an increase of over 20 million people by 1968. This population boom together with the growth in our standard of living assures, for the alert cleaner, unparalleled opportunity in the years ahead.

Q Where are these opportunities to be found?

A For one, in the area of expansion to new locations or the modernization of present facilities. As populations shift and new suburban areas develop, progressive cleaners who place convenient modern plants in these growth areas will get this new volume. Secondly, steadily increasing cost of supplies, labor, utilities, etc., makes plant and facility modernization imperative. Modernizing to handle more volume at reduced cost per garment, plus aggressive merchandising, can be most profitable.

Q Should I open a new package plant or modernize my present one?

A That depends on many factors—local conditions, your cost ratios, population growth trends in your area, etc. To open a new package plant or expand and modernize an existing one unscientifically is to invite disaster. A thorough and complete survey of all the important factors involved must be made by someone skilled and thoroughly experienced in this type of analysis. Chances are you have neither the time nor the special skills to do this by yourself.

Q Who can help me make the right decisions?

A We believe we can. Backed by 35 years of experience in this industry, our entire force of more than 60 direct factory representatives has been thoroughly schooled and trained by our Survey Analysis Department staff, to make a comprehensive, detailed study of every phase of your business and the opportunities for expansion available in your particular locality. Their survey of your own situation is reviewed by

appropriate members of our Survey Analysis Department and specific recommendations are made to fit your individual opportunities.

Q How much does this complete survey analysis cost?

A Not one cent! We believe our success is tied irrevocably to your success. As one of the top 500 industrial firms in the United States, Butler clearly recognizes the similarity between your business and major manufacturing. As a processor of goods, we believe only an objective and business-like study to get and analyze the facts concerning your business can lead to sound, profitable decisions. Our staff of experts in new location evaluations, in merchandising programs, in cost analysis, in finishing and cleaning room production and lay-out, can help you make the *right* decisions.

Q If I expand or modernize, how do I promote my new services?

A Butler has developed the most modern, dramatic, hard-hitting advertising and merchandising program geared specifically for your business growth. It includes a dramatic open house with balloons, banners, streamers, talking clown, give-aways, direct mail pieces, ad mats, radio announcements, etc.—a complete, well planned, integrated program that helps bring traffic into your plant right from the start and builds volume fast. We offer you, in addition, a year-round direct mail program to continue your growth and we handle all of the details for you. And what does this cost you? Far less than you could buy it from any other source.

Q Who qualifies for all of this help from Butler?

A You do, as an established dry cleaner with proven knowledge of the dry cleaning business and a record of financial stability. If you are concerned about the efficiency of your present plant . . . if you want assistance in finding or evaluating a new package location, fill out the reply coupon immediately. You will receive expert help, and you will know what we mean when we say, "Everyone is interested in your business, but Butler is interested in your *success*."



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3414 N. Harlem Avenue, Chicago 34, Illinois
8905 Lake Avenue, Cleveland 2, Ohio

I want more information on growth and modernization.

Name

Firm

Address

City Zone State